

# LANDS' END

May 2, 2014

## **Lands' End Announces New Head of Creative**

### **Becky Gebhardt Returns to Lands' End as Senior Vice President, Chief Creative Officer**

DODGEVILLE, Wis., May 2, 2014 (GLOBE NEWSWIRE) -- Lands' End (Nasdaq:LE) recently announced it has named Becky Gebhardt as Senior Vice President, Chief Creative Officer. Gebhardt will be responsible for developing and implementing global creative brand strategies that focus on digital, retail and catalog, a role that will drive and execute the creative vision that supports the merchandising strategy and marketing campaigns across all channels. In this role she will be responsible for overseeing all aspects of the creative organization including concepts, art direction, photography and creative operations.

"We are very excited to welcome Becky back to Lands' End," said Edgar Huber, CEO and president of Lands' End. "Her experience directing brand and creative efforts for multi-channel businesses along with her focus on the customer experience aligns well with our strategy for future growth. She is innovative and brings a proven track record in leading global creative organizations for businesses our size."

Gebhardt comes to Lands' End from Crocs, Inc. and Bag Borrow or Steal. In these roles she served as Vice President, Global Creative Director and Vice President of Creative, PR and Online Experience respectively. During her tenure she was responsible for the Global brand creative vision and execution in over 90 countries, customer experience and communications. Prior to these posts she was Vice President of Creative at Lands' End from 2004 – 2007.

"Becky's creative vision, knowledge of the brand's heritage and her overall experience across the retail industry will be invaluable as she joins the Lands' End team to help us elevate and evolve the brand," said Huber.

#### **ABOUT LANDS' END**

Lands' End® is a classic American lifestyle brand with a passion for quality, legendary service, real value and a simple two-word promise to stand behind everything it sells: Guaranteed. Period.® Lands' End delivers timeless style for Men, Women, Kids and the Home at [landsend.com](http://landsend.com), 1-800-800-5800, Lands' End Retail and around the world. Lands' End is publicly traded and listed on NASDAQ under the trading symbol (LE).

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