

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) January 11, 2001

LANDS' END, INC.
(exact name of registrant as specified in its charter)

DELAWARE (State or other jurisdiction of incorporation)	1-9769 (Commission File Number)	36-2512786 (I.R.S. Employer Identification Number)
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Lands' End Lane, Dodgeville, Wisconsin (Address of principal executive offices)	53595 (Zip Code)
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Registrant's telephone number 608-935-9341
including area code

INFORMATION INCLUDED IN THIS REPORT

Item 5. Other Events.

Attached as Exhibit 99 to this report is a news release issued by Lands' End, Inc., announcing its holiday results for the period ended December 22, 2000.

SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, its duly authorized officer and chief financial officer.

LANDS' END, INC.

January 24, 2001

By: /s/ STEPHEN A. ORUM
Stephen A. Orum
Executive Vice President &
Chief Financial Officer

EXHIBIT 99

FOR IMMEDIATE RELEASE

LANDS' END REPORTS HOLIDAY RESULTS

DODGEVILLE, WIS. ... January 11, 2001 ... Lands' End, Inc. (LE), today reported that net sales for the eight weeks ended December 22, 2000 totaled \$394 million, up 12 percent from sales of \$352 million during the same period ended December 24, 1999. In December alone, net sales were up 16 percent over the prior year.

Net income for the current year eight-week period was \$33.9 million, up 1.6 percent from the \$33.4 million earned in the holiday period in 1999. Diluted earnings per share for the eight-week period just ended were \$1.13, compared with \$1.08 in the prior year. Management expects positive earnings for the fourth quarter, compared with the prior year, but anticipates that earnings for the full year will be substantially lower than in the prior year. (See Business Outlook)

In commenting on the eight-week holiday results, company president and chief executive officer David F. Dyer said, "Sales in this holiday season have been very gratifying. As planned, we added back our post-Thanksgiving catalog and shifted the timing of our fall/winter mailings. As a result, we had solid increases in all of our U.S. businesses, continuing the sales momentum that began earlier in the fall.

"Because of the strong concentrated demand in some of our most popular items, we have had a significant increase of backorders to fill in the holiday period, which has put pressure on our expense structure in the short term. We also encountered challenges brought on by unprecedented snowstorms in Wisconsin. These factors caused significantly higher expenses in overtime and other operational costs. Going forward, we will analyze these pressures on expenses and develop operational strategies to reduce them and improve our efficiency. But, as always, we will put our commitment to customer service first."

During the holiday period just ended, sales growth was driven by an increase in page circulation and strong response to merchandise offerings. U.S. catalog demand increased greater than 20 percent, but due to increased

backorders and out-of-stocks, resulted in a 15 percent U.S. net sales gain. This year's catalog circulation and prospecting strategies, as well as the changes in the timing of mailings, were extremely successful. They not only produced strong sales, but also generated more than 1.2 million new buyers. Year to date, the company's current-year customer file is up 10 percent.

Sales on the company's Internet site www.landsend.com were almost 50 percent higher than those in the holiday period of the prior year. In the current fiscal year, e-commerce sales have grown to account for about 16 percent of total net sales. Corporate Sales, the company's business-to-business division, continued its double-digit gains and currently accounts for about 12 percent of total net sales. The international segment's sales were down almost 12 percent, due to the strong dollar versus weak foreign currencies and to weak sales in Japan.

Gross profit in the eight-week period just ended was \$190.7 million, or 48.5 percent of net sales, compared with \$169.1 million, or 48.0 percent of net sales in the prior year's corresponding period. This year's increase in gross profit margin was primarily due to improved sourcing.

At the end of the eight-week period, inventory was up 8 percent to \$168 million, and the company is pleased with the quality of its current inventory. This compares to \$155 million a year ago and to \$243 million two years ago. Liquidations of excess inventory were 5 percent of total net sales in each of the last two holiday periods. The company shipped about 80 percent of items at the time of order placement during the holiday period, compared with 86 percent during the same period last year.

In the eight-week period just ended, selling, general and administrative expenses rose to \$135.1 million, or 34.3 percent of net sales, compared with \$115.6 million, or 32.8 percent of net sales, in last year's holiday period. More than half of the increase resulted from planned circulation increases, while an additional 50 basis points was due to higher customer shipping and handling expenses associated with lower first-time fulfillment.

Net income for the eight-week period just ended includes a foreign currency exchange after-tax loss of \$0.8 million, compared with no effect in the prior year two-month period.

47-WEEK RESULTS

For the first 47 weeks of fiscal 2001, net sales were \$1.252 billion, an increase of 2.4 percent from sales of \$1.222 billion during the similar period of the prior year. Net income in the 47 weeks just ended was \$36.8 million, or \$1.20 per share, compared with \$53.1 million, or \$1.72 per share in the prior year. The prior year includes an addition to net income (after-tax) of \$1.1 million, or \$0.04 per share, from the reversal of a portion of a prior non-recurring charge. Excluding that effect, net income for the 47-week period ended December 24, 1999 was \$52.0 million or \$1.68 per share.

BUSINESS OUTLOOK

In looking forward to the remainder of the quarter, the company has re-instituted its January primary full-price catalog, and will mail its usual end-of-season clearance catalog late in the month. The company continues to expect substantial improvement in sales and earnings for the fourth quarter, as well as somewhat positive sales growth for the full year. The company now expects the improvement in gross profit margin to be slightly less than the 115 basis points previously expected. The company currently expects that diluted earnings per share for the full fiscal year will be significantly down from the prior year's \$1.52, rather than flat to somewhat lower as previously estimated.

Lands' End is a leading direct merchant of traditionally styled, classically inspired clothing offered to customers throughout the world through regular mailings of its monthly and specialty catalogs and the Internet.

STATEMENT REGARDING FORWARD-LOOKING INFORMATION

Statements in this release that are not historical, including, without limitation, statements regarding our plans, expectations, assumptions, and estimations for fiscal 2001, gross profit margin, and earnings, as well as anticipated sales trends and future development of our business strategy, are considered forward-looking and speak only as of today's date. As such, these statements are subject to a number of risks and uncertainties.

Future results

may be materially different from those expressed or implied by these statements due to a number of factors. Currently, we believe that the principal factors that create uncertainty about our future results are the following: customer response to our merchandise offerings, circulation

changes and other initiatives; the mix of our sales between full price and liquidation merchandise; general economic or business conditions, both domestic and foreign; effects of shifting patterns of e-commerce versus catalog purchases; costs associated with printing and mailing catalogs and fulfilling orders; dependence on consumer seasonal buying patterns; and fluctuations in foreign currency exchange rates. Our future results could, of course, be affected by other factors as well. More information about these risks and uncertainties may be found in the company's 10-K filings with the S.E.C.

The company does not undertake to publicly update or revise its forward-looking statements even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized.

WEBCAST ANNOUNCEMENT

There will be a live, audio webcast of the company's conference call for the general public today at 9:30 CT that will cover the company's performance for the holiday period and its business outlook for the remainder of the year. Register and listen at <http://www.videonewswire.com/LANSEND/110900/>. A playback will be available for one week.

The conference call and webcast consist of copyrighted material that may not be recorded, reproduced, retransmitted, rebroadcast, stored or forwarded without Lands' End's express written permission. Your participation represents your consent to these terms and conditions. The call will be recorded by Lands' End, and your participation on this call also constitutes your consent to having any comments or statements you make appear on a transcript or broadcast of this call.

Contact Charlotte LaComb: 608-935-4835

PRELIMINARY AND UNAUDITED

CONSOLIDATED STATEMENTS OF OPERATIONS

Lands' End, Inc. & Subsidiaries

(Amounts in thousands, except per share data)

	8 weeks ended Dec. 22, 2000	8 weeks ended Dec. 24, 1999	47 weeks ended Dec. 22, 2000	47 weeks ended Dec. 24, 1999
Net sales	\$393,607	\$352,143	\$1,251,588	\$1,222,338
Cost of sales	202,886	183,053	671,369	668,785
Gross profit	190,721	169,090	580,219	553,553
Selling, general and administrative expenses	135,065	115,625	516,474	468,529
Reversal of non-recurring charge	-	-	-	(1,774)
Income from operations	55,656	53,465	63,745	86,798
Other income (expense):				
Interest expense	(381)	(305)	(1,529)	(1,830)
Interest income	248	135	1,702	190
Other	(1,714)	(309)	(5,579)	(882)
Total other expense	(1,847)	(479)	(5,406)	(2,522)
Income before income taxes	53,809	52,986	58,339	84,276
Income tax provision	19,910	19,605	21,586	31,182
Net income	\$ 33,899	\$ 33,381	\$ 36,753	\$ 53,094
Basic earnings per share	\$ 1.14	\$ 1.11	\$ 1.22	\$ 1.77
Diluted earnings per share	\$ 1.13	\$ 1.08	\$ 1.20	\$ 1.72
Basic weighted average shares outstanding	29,828	30,149	30,122	30,079
Diluted weighted average shares outstanding	30,031	31,036	30,503	30,873

CONSOLIDATED BALANCE SHEETS
Lands' End, Inc. & Subsidiaries
(Amounts in thousands)

	Dec. 22, 2000	Dec. 24, 1999
Assets		
Current assets:		
Cash and cash equivalents	\$119,148	\$116,981
Receivables, net	28,192	28,294
Inventory	167,850	155,226
Prepaid advertising	14,470	14,982
Other prepaid expenses	9,483	5,916
Deferred income tax benefits	9,820	16,752
Total current assets	348,963	338,151
Property, plant and equipment, at cost:		
Land and buildings	103,607	102,696
Fixtures and equipment	201,271	168,435
Leasehold improvements	4,453	4,543
Construction in progress	2,262	-
Total property, plant and equipment	311,593	275,674
Less-accumulated depreciation and amortization	130,249	115,528
Property, plant and equipment, net	181,344	160,146
Intangibles, net	649	983
Total assets	\$530,956	\$499,280
Liabilities and shareholders' investment		
Current liabilities:		
Lines of credit	\$ 7,898	\$ 15,402
Accounts payable	108,285	87,786
Reserve for returns	17,449	12,439
Accrued liabilities	52,220	51,099
Accrued profit sharing	2,358	2,418
Income taxes payable	20,725	21,616
Total current liabilities	208,935	190,760
Deferred income taxes	8,740	8,935
Shareholders' investment:		
Common stock, 40,221 shares issued	402	402
Donated capital	8,400	8,400
Additional paid-in capital	31,541	29,708
Deferred compensation	(126)	(252)
Accumulated other comprehensive income	4,813	1,053
Retained earnings	491,183	459,490
Treasury stock, 11,031 and 10,072 shares at cost, respectively	(222,932)	(199,216)
Total shareholders' investment	313,281	299,585
Total liabilities and shareholders' investment	\$530,956	\$499,280