

LANDS'END

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Emma Roberts Has a New Role - The Face of Canvas by Lands' End™

DODGEVILLE, Wis., Aug. 11, 2016 /PRNewswire/ -- Canvas by Lands' End™ is bringing the brand's fall campaign to life by tapping into the beauty and talent of actress Emma Roberts. The partnership with Roberts was a natural fit with the label that celebrates youthful, natural style. Photographed by world-renowned fashion photographer Mario Testino, the campaign centers around the beautiful Roberts and Australian male model, Jordan Barrett, wearing a mix of the pieces from the anticipated fall collection.



"We are delighted to partner with Emma Roberts and Mario Testino for our fall Canvas by Lands' End campaign," said Federica Marchionni, CEO of Lands' End. "The rolling hills of Simi Valley, California, was the perfect, natural canvas for Testino to capture the effortless style of the new collection modeled by Roberts, who is a modern, natural beauty. With creative expression and excellent teamwork, it is exciting to see how they brought our vision artistically to life."

The shoot was inspired by the unexpected combination of beautiful fashion paired with natural beauty. The visually stunning images feature an artist's atelier in the middle of nowhere and surrounded by raw nature, suspended between a dream and reality. The natural environment represents strength, timelessness and a sense of freedom while the land and open sky symbolize the very roots of Lands' End.

"I was thrilled to be a part of this creative collaboration to launch the fall Canvas by Lands' End collection," said Emma Roberts. "There is so much energy and excitement around this label that epitomizes confidence and personal style."

Designed to be a truly cohesive collection for men and women, the pieces work naturally together or as statement pieces. This season's womenswear is both tailored and feminine with a modern refinement, and highlights include a gorgeous wrap wool trench coat, the perfect updated sheath dress, a full array of cozy sweaters and chic suiting. The menswear collection also emphasizes tailoring with an athletic edge and modern slim fit. Key pieces include a rugged combat jacket, wool top coats, merino and cashmere sweaters, comfortable yet fashion-forward knits and quality suiting.

"We take the best things in life — quality, honesty, value and trust — and distill them into everything we craft," said Marchionni. "We always have and always will continue to make your favorite clothes and accessories while searching for new ways of offering the best. We will evolve, but never change. We will welcome the next generation of fans to join the Lands' End journey, while we remain true to our iconic past. We are proud to add an array of new looks with our fall Canvas by Lands' End collection."

The Canvas by Lands' End collection just debuted online at www.canvasbylandsend.com, timed with the fall ad campaign that will run in September and October issues internationally, as well as across digital advertising and social platforms.

About Lands' End, Inc.

Lands' End, Inc. (NASDAQ: LE) is a leading multi-channel retailer of casual clothing, accessories, footwear and home products. We offer product through catalogs, online at www.landsend.com, www.canvasbylandsend.com and affiliated specialty and international websites, and through retail locations, primarily at Lands' End Shops at Sears and standalone

Lands' End Inlet Stores. We are a trusted American lifestyle brand with a passion for quality, legendary service and retail value, and seek to deliver timeless style for men, women, kids and the home.

URLs: canvasbylandsend.com
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