

LANDS'END

November 9, 2015

Lands' End Collaborates With Iconic Photographer Bruce Weber On "We Believe In You" Holiday Campaign

DODGEVILLE, Wis., Nov. 9, 2015 /PRNewswire/ -- Lands' End is announcing a new global, multimedia holiday campaign captured by iconic American photographer **Bruce Weber**. The extraordinary campaign, [We Believe in You](#), visually portrays the heartfelt moments and genuine connections of multigenerational families and friends. These beautiful images and [videos](#) will bring the brand's holiday campaign to life debuting on [landsend.com](#) and globally in print, online and on social media beginning in early November.

"At Lands' End, we appreciate and deeply value the rich relationships we have with our customers and look forward to celebrating the holidays with them, our extended Lands' End family," said Federica Marchionni, Chief Executive Officer, Lands' End. "The holidays are filled with the **glory of love**, hope, gratitude and quality time spent with loved ones, embracing the warmth of family and the appreciation of good friends. Within this campaign, Bruce Weber did a beautiful job bringing my vision to life and capturing the spirit and heart of Lands' End at the holidays through real, emotional connections with children, parents and grandparents. We believe in this campaign, we believe in our customers and I thank them for believing in us."

This season, Lands' End is committed to telling the brand's story in a more authentic, visually compelling way than in years past. To accomplish this, the company identified a partner who shares in their beliefs and values.

"As a photographer, it's really important when you start a new project to have the energy and enthusiasm of a cheerleader. Everything depends on the people you're working with and photographing, as well as your connection to them - you want them to express their best imaginable spirit," said Weber. "Through this project, I've come to admire Lands' End's commitment to the environment and I appreciate how they want their clothes to become a part of people's lives in a very real way. I wanted that same feeling for my photographs, so I chose new and old friends to be part of this experience."

The campaign features a diverse group of women, men, and children - a genuine combination of models, family members and neighbors. The product assortment showcased includes everything from the Lands' End holiday collection, the cherished classics to more modern styles that have been seen in the fall and upcoming holiday catalogs. The Home collection, including festive holiday gifts, is used throughout.

Under the helm of Ms. Marchionni, the brand continues to elevate its positioning through impactful initiatives including innovative lifestyle campaigns, digital and print advertising in major media outlets, new catalog formats for easier shopping, and customer friendly updates to the online site. For more than 50 years, Lands' End has been dedicated to providing legendary quality, value and customer service that defines the core values of the company.

ABOUT LANDS' END

Lands' End, Inc. (NASDAQ:LE) is a leading multi-channel retailer of clothing, accessories, footwear and home products. We offer products through catalogs, online at [www.landsend.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 classic American lifestyle brand with a passion for quality, legendary service and real value, and seek to deliver timeless style for men, women, kids and the home.

URLs: <http://www.landsend.com>
<http://www.landsend.com/holidayadcampaign/>



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Video - <https://www.youtube.com/watch?v=3F-e1foK9Ms&feature=youtu.be>

Photo - <http://photos.prnewswire.com/prnh/20151103/283391>

Logo - <http://photos.prnewswire.com/prnh/20151028/281414LOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/lands-end-collaborates-with-iconic-photographer-bruce-weber-on-we-believe-in-you-holiday-campaign-300174961.html>

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