

LANDS'END

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Lands' End Offers a Chance to Win a Getaway to the British Virgin Islands

Ultimate Swimsuit Experience Comes to Florida, Offering Professional Swimsuit Fittings, Style Tips and More

DODGEVILLE, Wis., Feb. 24, 2015 /PRNewswire/ -- As part of The Lands' End Getaway Tour, the company is offering a chance to win the ultimate getaway - a trip for two to the British Virgin Islands. Vacation hopefuls can enter The Lands' End Getaway Tour Sweepstakes from now until April 1, 2015 at landsend.com/getawaytour.



"With our beautiful swimsuit collections making their debut, it was natural for us to think about vacation getaways," said Steve Rado, senior vice president marketing, Lands' End. "What better way to celebrate the swimwear season than by offering the chance for one lucky winner to receive a Lands' End swim wardrobe and wear it against the gorgeous backdrop of the British Virgin Islands."

One lucky winner will be chosen at random to win the Grand Prize, which includes a one week all-inclusive stay for two at the spectacular Bitter End Yacht Club on the island of Virgin Gorda, round-trip airfare, a \$500 Lands' End gift card towards a swim wardrobe, and a collection of 12 sizzling hot beach reads from Random House.

The sweepstakes is part of **The Lands' End Getaway Tour** which is making stops throughout Florida in Tampa, Juno Beach, Fort Lauderdale and West Palm Beach, offering complimentary professional swimsuit fittings, style tips and a chance to shop for the latest swim looks from Lands' End.

"The Lands' End swimwear team knows the importance of a well-fitting swimsuit, which is why we are so excited to bring our professional swim fit experts to women across Florida," said Michele Donnan-Martin, EVP, Merchandising & Design, Lands' End. "We received such positive feedback from the 2014 **Lands' End Getaway Tour**, we decided this year to bring the experience to Florida, where swimsuits are a wardrobe staple for women year-round."

At each Getaway Tour event, Lands' End Swim Fit Experts will be available for personalized fitting sessions and one-on-one swim silhouette consultations. Based on a series of measurements including bust, hip, waist and torso, attendees will be assisted in finding a perfect swimsuit fit. Lands' End offers a vast assortment of swimsuit sizes to fit every body from size 2 to 26W, ranging from regular and petite (short torso) to tall (long torso) and plus sizes. Lands' End also offers swimsuits by bra size including D, DD and DDD and mastectomy styles.

Personalized Swimsuit Fittings, Style Advice, and More

In addition to finding their perfect fitting swimsuit, attendees will also have a chance to get styling tips and learn about the latest swimsuit trends from Florida-based style expert and fashion consultant, Melanie Pace. Pace will be on hand to answer swimsuit questions, offer styling tips, and discuss the latest swim trends.

The Sun Safety Pledge

Getaway Tour attendees will have a chance to learn more about Lands' End Swim Tees and take part in the Sun Safety Pledge, a joint effort between Lands' End and The Skin Cancer Foundation to educate consumers on the importance of sun safety as well as how to take sun safety precautions. For every attendee that signs the Sun Safety Pledge, Lands' End will donate \$1 to The Skin Cancer Foundation (up to \$25,000). Those unable to attend the events can sign the pledge via

social media with hashtag #LandsEndSunSavvy.

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, 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).

About the British Virgin Islands

An archipelago comprised of 60 islands and cays, the British Virgin Islands (BVI) are located 80 kilometers east of Puerto Rico, in the northwestern region of the Caribbean Sea. The main islands are Tortola, Virgin Gorda, Anegada and Jost Van Dyke. Road Town, located in Tortola, is the British Virgin Island's capital. The BVI is renowned as a destination for sailing, diving and snorkeling. The destination's vast topography provides unique opportunities for hiking, outdoor adventure and sustainable tourism. The BVI Tourist Board invites everyone to experience the seduction of our pristine and exquisite home. For more information on all that BVI has to offer, visit www.bvitourism.com.

About Random House

Founded in 1925, Random House is the proud publishing house of the world's most acclaimed storytellers, thought leaders, and innovators. Our host of imprints—including Ballantine Bantam Dell, Del Rey/Spectra, The Dial Press, LucasBooks, The Modern Library, Random House, and Spiegel & Grau—publish original fiction and nonfiction in all formats with the mission to entertain, educate and inspire readers for generations. Random House is a division of a Penguin Random House, the world's largest trade book company, whose parent company is Bertelsmann AG.

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