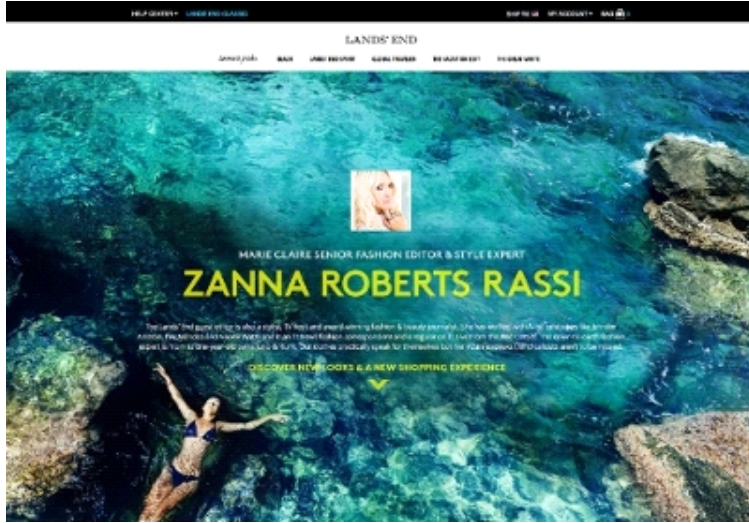


## Lands' End Enhances Customer Experience with New Microsite

### Easy-to-shop collections with special guest editors featured seasonally

DODGEVILLE, Wis., June 1, 2015 /PRNewswire/ -- Lands' End announces the launch of a new microsite on [www.landsend.com](http://www.landsend.com) that will allow customers to shop stylized product from key assortments of men, women, and kids. Zanna Roberts Rassi, Senior Fashion Editor for *Marie Claire* and longtime lifestyle expert and fashion stylist, has been named as the first guest editor to curate five summer collections of her Lands' End favorites.



"Lands' End is committed to continuously improving our customers' shopping experience," said Federica Marchionni, CEO of Lands' End. "The new approach is a modern, streamlined format ideal for mobile and tablets."

Lands' End is excited to have Zanna Roberts Rassi as the curator of its summer collection. Her sense of style complements the company's seasonal assortment. Rassi's Lands' End favorites include UPF 50 swim tees, new flip-flops, and iconic canvas totes.

Ms. Marchionni said that "This innovative approach for Lands' End was built using parallax technology that allows the user to seamlessly view the site by scrolling continuously, easily done while shopping via a mobile device or tablet." Ms. Marchionni continued, "While the technology is ideal for mobile, the microsite will be available alongside the classic Lands' End site indefinitely and feature the same checkout process across the website. This enhanced shopping experience will be available via mobile and tablets, as well as online."

#### 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 products through catalogs, online at [www.landsend.com](http://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.

# LANDS' END

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/lands-end-enhances-customer-experience-with-new-microsite-300091888.html>

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