

# LANDS'END

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## Lands' End Selected As Exclusive School Uniform Supplier For Kamehameha Schools In Hawai'i

**Serving over 6,000 students at K-12 campuses on O'ahu, Maui and Hawai'i island Kamehameha is the largest private school system in the United States**

DODGEVILLE, Wis., Feb. 7, 2017 /PRNewswire/ -- [Lands' End, Inc.](#) announced today that the global lifestyle brand has been selected as the exclusive school uniform supplier for Kamehameha Schools located in Hawai'i. The Kamehameha Schools, featuring three K-12 campuses, is the largest private school system in the United States.

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"As a part of our school's culture and the pride we have in our students, it's understandable that we place great importance on our school uniform program," said a representative from Kamehameha Schools' Procurement Department. "Our parents were familiar with Lands' End, and as a school uniform supplier they offered the best overall solution encompassing customer service, online ordering and a retail solution for our families and schools. We are excited to partner with Lands' End as our exclusive uniform provider."

Kamehameha Schools is a private charitable educational trust endowed by the will of Hawaiian Princess Bernice Pauahi Bishop (1831-1884), the great-granddaughter and last direct descendant of King Kamehameha I. The mission of Kamehameha Schools is to improve the capability and well-being of Native Hawaiians through education. That mission is achieved by operating an educational system serving over 6,900 students of Hawaiian ancestry at K-12 campuses on O'ahu, Maui and Hawai'i island, and at 30 preschool sites statewide.

"The Lands' End School Outfitters team is proud to partner with Kamehameha Schools and their families to provide the same quality, innovative fabrics, and customer service we deliver to over 5,000 schools nationally and internationally," said Joe Ferreri, Senior Vice President of Outfitters for Lands' End. "The rich history and culture that Kamehameha Schools represents is truly remarkable and one that Lands' End is honored to support."

The Lands' End School Outfitters division will supply the School with a unique online ordering platform, a retail store, and offers its uncompromising Guaranteed. Period.® return policy the Lands' End brand is well-known for.

### **About Kamehameha Schools**

Kamehameha Schools (<http://www.ksbe.edu/>) is a private charitable educational trust endowed by the will of Hawaiian Princess Bernice Pauahi Bishop (1831-1884), the great-granddaughter and last direct descendant of King Kamehameha I. In an enduring act of aloha, The Princess left the people of Hawai'i a precious gift upon her passing, 375,000 acres of ancestral land. She instructed the trustees of her estate to use the land to educate her people. Today, her endowment supports an educational system that serves thousands of Hawaiian learners in Hawai'i and across the nation. The mission of Kamehameha Schools is to improve the capability and well-being of Hawaiians through education. That mission is realized by operating an educational system serving over 6,900 students of Hawaiian ancestry at K-12 campuses on O'ahu, Maui and Hawai'i island, and at 30 preschool sites statewide.

### **About Lands' End School Outfitters**

Lands' End offers uniforms and school-appropriate clothing in sizes for children, young adults and adults that are designed to meet dress-code requirements. Lands' End School uniforms include phys-ed wear such as tees, shorts, sweatshirts and sweatpants, plus spiritwear that can be personalized with logos. Lands' End School Outfitters apparel is available year-round and offers the same quality, value and guarantee for which Lands' End is legendary. To help schools, the Lands' End School Rewards program gives participating schools up to three percent cash back on the net sales of school uniforms. Lands' End School uniforms are available online at [www.landsend.com/school](http://www.landsend.com/school) and via the Lands' End School Outfitters catalog. To request a catalog or order by phone, call 1-800-469-2222.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/lands-end-selected-as-exclusive-school-uniform-supplier-for-kamehameha-schools-in-hawaii-300403512.html>

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