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Lands' End Business Outfitters Wins 2015 Image of the Year Award for Its Work with Verizon Wireless

DODGEVILLE, Wis., June 23, 2015 /PRNewswire/ -- Lands' End Business Outfitters has won a prestigious 2015 Image of the Year Award for its leading work to create Verizon Wireless' first national attire program for more than 30,000 employees.

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The award was presented by the Image Apparel Institute, a division of the North American Association of Uniform Manufacturers and Distributors (NAUMD). It is the industry's highest achievement, recognizing the most fashionable, forward-thinking and innovative commercial apparel designs.

"We are honored to receive this Image of the Year award from NAUMD. It is the second consecutive year we've received recognition for one of our uniform apparel programs," said Joe Ferreri, senior vice president, Lands' End Outfitters. "We work hard to create thoughtful, stylish and functional outfitting programs tailored to each customer. Our work with Verizon Wireless has been a great collaboration in developing stylish attire to meet employee and brand needs."

Verizon Wireless SMART Attire

The Verizon Wireless apparel program, also known as the Retail SMART Attire, is a blend of more than 125 styles of both stock and custom apparel to create a unified assortment. The program uses a wide variety of active fabrics that deliver performance and comfort. Standard features include moisture wicking, antimicrobial, stain release, anti-pill and snag as well as easy care features.

"Our SMART Attire program was developed for our employees with their extensive input. Their valued feedback is reflected in the design and selection process. As a result, this creates a better customer experience, employee pride and a consistent brand image," said Chris Lavigne, executive director, Verizon Wireless Retail Operations. "We congratulate Lands' End Business Outfitters on this well-deserved award."

Lands' End Business Outfitters is among 11 winning programs that were selected by an independent panel of judges representing a cross section of the fashion industry's most celebrated designers, journalists and fashion authorities.

"Forward-thinking businesses understand the importance of extending their brand through the image of their employees. Lands' End Business Outfitters clearly worked hard to develop a custom, thoughtful attire program with Verizon Wireless and are deserving recipients of another Image of the Year award," said Richard Lerman, president and CEO of NAUMD.

About Lands' End Business Outfitters

Lands' End Business Outfitters designs unique uniform programs that offer employees individual choices and help build the brands of companies of all sizes, including hundreds of Fortune 1000 companies. All Lands' End merchandise is Guaranteed. Period.® For more information visit business.landsend.com or call 1-800-338-2000.

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 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.

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