

LANDS'END

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Introducing Lands' End Sport - Taking Activewear and Athleisure from Land to Sea for a Healthy Mind, Healthy Body

DODGEVILLE, Wis., June 8, 2016 /PRNewswire/ -- Lands' End founder, Gary Comer, was passionate about staying active and passed this philosophy on to his employees. In 1989, he invested in developing the Comer Center, an 80,000 square-foot recreation facility to promote employee health and wellness at the Lands' End corporate headquarters in Dodgeville, Wisconsin.



"I am grateful to Mr. Comer's legacy and his dedication to the well-being of our employees," said Federica Marchionni, CEO. "I share his passion and believe in *mens sana in corpore sano*, which means healthy mind, healthy body. These are the words I live by, and with the launch of Lands' End Sport, I hope to continue this spirit of health and wellness for both our employees and customers."

As a company, Lands' End was built upon a nautical foundation, with a mission to search the world for the highest quality materials to create new, innovative products. Today, Lands' End is introducing Lands' End Sport — a line of activewear that includes surf, performance and athleisure collections for both men and women, with technical, fully functional pieces to go from land to sea, high-performance to athleisure.

"Offering products for land or sea is deeply rooted in the DNA of Lands' End," said Marchionni. "Our founder, Gary Comer, was passionate about sailing and the sporting life. I am building upon his vision, taking activewear and athleisure from land to sea by introducing the new Lands' End Sport collection featuring new product innovations that will enable our customers to stay healthy and active."

Surf Collection

Building upon the company's heritage of designing products for the water with built-in sun protection, we created the first Lands' End surf collection. Taking a few nods from the fashion runway in print and pattern, the line is, above all, highly functional. The surf collection rash guards are UPF 50 even when wet. The neoprene jackets have a substantial, form-fitting silhouette with flatlock seams to prevent chafing and the spring suits and full suits are made with bonded neoprene that keeps the body safe from irritants and "board rash" and features back zips with long pulls for easy on/off. This is a new surf collection for men and women offering fabric strength, stretch and full body protection in wetsuits, rash guards and spring suits.

Performance Collection

Style meets technology in the performance collection. This line is made with technical features like wicking fabrics, 360-degree reflectivity and strategically placed mesh panels for better breathability and is designed to meet the three major lifestyle and fitness categories: speed (high impact), studio (low impact) and street (post workout wear). The speed collection features built-in mesh panels that ventilate in targeted heat zones, lightweight moisture-wicking fabric and 360-degree reflective details for safer outdoor workouts. The studio collection includes the perfect pieces for indoor workouts,

such as yoga and Pilates, that allow for a full range of motion in supportive, moisture-wicking fabrics. The street collection features items that are perfect for pre-and post-workout.

Athleisure Collection

Lands' End is a legacy brand with a rich story to tell, and this new collection offers athleisure products highlighting the brand's personality in a new, relevant way. The athleisure collection is where classic styling and brand intersect. Items in this collection feature polos, t-shirts, sweatshirts, totes and accessories that showcase the famous Lands' End lighthouse icon, as well as brand logos new and old.

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 product through catalogs, online at www.landsend.com, www.canvasbylandsend.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 retail value, and see to deliver timeless style for men, women, kids and the home.

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