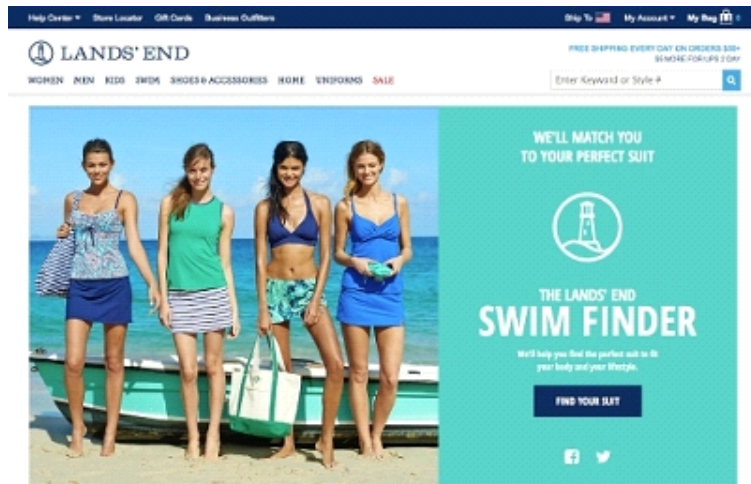


Lands' End Launches Online Tool to Provide Professional Swimsuit Fittings

The Lands' End Swim Finder Tool Helps Customers Select the Perfect Swimsuit at Home

DODGEVILLE, Wis., March 10, 2015 /PRNewswire/ -- Finding the perfect swimsuit is not an easy feat - especially when shopping online. A recent Lands' End Swimsuit Search Survey of women found that only half of women (51%) shop for swimsuits online. However, nearly three in four (72%) would be more likely to shop for a swimsuit online if there was a tool that helped them select the perfect style, size and silhouette. Introducing the Lands' End Swim Finder - an online tool that helps women personally select the perfect swimsuit.



The Lands' End Swim Finder tool was created to provide a professional swimsuit fitting consultation virtually, in the comfort and privacy of one's home. The goal of the consumer-friendly tool is to ultimately help shoppers in their purchase decision and reduce the possibility of return, while providing them with the best fit guidance and styling experience on the web. What stands out most about the tool is the ability to guide fit solutions through a series of pertinent questions allowing customers to find their perfect swimsuit based on specific needs.

Based on a series of questions, using imagery to help in the selection of style, body type, and level of coverage, consumers are assisted in finding the perfect swimsuit. Following the brief questionnaire, customers are able to shop recommended styles from the vast Lands' End swimsuit assortment, available in size 0 to 26W, ranging from regular and petite (short torso) to tall (long torso) and plus sizes. The company also offers swimsuits by bra size including D, DD and DDD and mastectomy styles.

The survey also found that nearly half (43%) feel that the worst part about buying a swimsuit is finding one that flatters their figure. Nonetheless, a whopping 80% of people feel that finding the perfect swimsuit would make them feel more confident.

"At Lands' End, we know the key to a flattering swimsuit is finding the perfect fit, and that's why we are excited to announce the launch of the Swim Finder tool," said Michele Donnan-Martin, EVP, Merchandising & Design, Lands' End. "This tool provides personal swim fit guidance, just as if you have your own personal swim fit expert helping you shop in the privacy of your own home. This tool provides our customers with the suits that are perfect just for them out of the hundreds of swimsuit styles that Lands' End offers."

Additional survey findings revealed that:

- | Only 64% of women know exactly what swimsuit style and cut is the best for them.
- | Only 3% of women have ever had a swim expert provide a swimsuit fitting.
- | 25% of women would rather have the perfect swimsuit than an extra day of vacation.

- | 73% of women prefer to keep on their cover-up than walk around in a swimsuit.
- | 62% of women feel that shopping for a swimsuit is one of their top five most dreaded things to do.

For more information on The Swim Finder tool and to find the perfect swimsuit for you, visit Landsend.com/swimfinder.

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).

URLs: www.landsend.com/newsroom
www.landsend.com/swimfinder

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