



## Lands' End and O, The Oprah Magazine's Adam Glassman Highlight 2018 Women's Swimsuit Trends

April 10, 2018

### Retro, Surf and Prints Will Make Waves This Season

DODGEVILLE, Wis., April 10, 2018 (GLOBE NEWSWIRE) -- Lands' End packed up the company's legendary swimwear, cover ups and swim accessories to board the *O, The Oprah Magazine* Adventure of Your Life cruise in partnership with Holland America Line. Before setting sail, Adam Glassman, Creative Director for *O, The Oprah Magazine*, identified the must-have swimsuit trends featured in the *Love That!* presentation on board.

"Women want to wear the latest swimwear trends but they also want to look and feel confident while doing so. Lands' End offers this season's best looks in women's swimwear that will also fit, flatter and inspire confidence on the beach and beyond," said Chieh Tsai, senior vice president of design, Lands' End. "This season, swim shoppers will be excited to find women's swimwear designs at Lands' End that are directly inspired by the latest looks on the runway in sizes to fit every body."

Adam has identified his favorite swim trends of the season including:

**Black & White** – The big non-color trend for swimsuits is in black and white. The modern, on-trend color combination can be found in a variety of Lands' End women's swimsuit styles, including the [Women's Shaping Underwire V-neck Tankini Top with Tummy Control](#).

**Nautical** – This year, the nautical trend has gone spotty. A huge trend on the runway is polka dots and they can be found on the beach and beyond this season. Lands' End offers [polka dot women's swimwear looks](#) in a variety of suits this season.

**Blue Streak** – Porcelain prints are popping up everywhere, even on swimsuits and cover ups. With rich, blue patterns on white backgrounds, this print can flatter every skin tone and add a feminine flair to beachwear. Swim shoppers can find this trend with a suit in a white and blue-based pattern, like the [Women's Adjustable Swim Tunic Rash Guard in Deep Sea Mixed Majolica](#).

**Retro-Inspired** – Retro-inspired is an ultra-feminine women's swimwear trend and it is flirty, glamorous and timeless. Women can flaunt this swim trend with pieces such as the [Women's Slender Tunic One Piece Swimsuit with Tummy Control](#).

**Athletic** – Sporty details in swimwear are sure to make a splash this season. This classic wave-rider look can be found in Lands' End's chlorine resistant Aqua Sport collection that includes rash guards, swimsuits, and board shorts. Rash guards, board shorts, and long-sleeved swimsuits can help turn every swimmer into a surfer while providing extra coverage.

#### About Lands' End, Inc.

Lands' End, Inc. (NASDAQ:LE) is a leading multi-channel retailer of 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. 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.

To view this release in a media-rich format, go to: <http://landsend.new-media-release.com/2018swimwear/>

#### Contact:

Michele Casper, Lands' End  
608-935-4633  
[michele.casper@landsend.com](mailto:michele.casper@landsend.com)

**Source:** Lands' End, Inc. (NASDAQ:LE)

# LANDS' END

Source: Lands' End