



## Parents Seeking a Place Where Every Kid Fits in Can Look to the Lands' End Kids 2018 Back-to-School Collection

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**From fit, style and function to sizes 2T to 20, slim, plus and husky, Lands' End fits every kid.**

DODGEVILLE, Wis., July 10, 2018 /PRNewswire/ -- Most parents can relate: it's the first day of school and the entire family is running late because one of their kids doesn't like how their shirt fits. It's not uncommon; 35 percent of parents said in a recent Lands' End survey\* that their kids are "picky" about the way their clothing fits. The good news is that parents will find relief in the [Lands' End Kids](#) 2018 Back-to-School Collection, designed for every kid to fit in.



"At Lands' End, we understand kids are not 'one-size, one-style' fits all," says Polly Jones, design director, Lands' End Kids. "That's why our 2018 collection not only has the sizes that kids need, but also age-appropriate styles that allows kids to feel confident express their personalities."

### **From Style to Size and Function: Fit for All**

According to the Lands' End survey, nearly half of all parents indicated that their child is either a slim or husky fit. Lands' End Kids not only offers slim, husky and plus sizes from 2T to 20 and young adult, but also styles tailored for toddlers, little kids and big kids.

For example, a varsity inspired toddler sweater features an adorable bulldog puppy mascot, adding an element of cute to the varsity trend. Big kid graphic tees with sport, space and nature themes helps older ones express an interest, hobby or attitude. Even backpacks reflect kids' needs at different ages: Large and extra-large backpacks for tweens and teens who may need greater carrying capacity, are built for comfort and feature on-trend geometric prints, camo, solids and more.

"A good fit is also about making sure their favorite styles can be worn all year long," added Jones. Lands' End Kids offers Grow-A-Long™ features that allow waistbands to adjust and outerwear sleeves to grow along with a child over the school year.

### **Carefree and Confident with Iron Knees® for Girls and Boys**

"When kids look and feel great in what they wear, it's a winning combination. Making sure kids' favorite items will last from the first day of school to the last is important," said Jones. "That's why our Iron Knee pants are every parent's new must-have item for kids."

[Iron Knee pants](#) feature a virtually hidden reinforced knee that can handle what girls and boys dish out. A thin membrane of strong, flexible, soft fabric is fused to the inside of the knee area for extra durability right where it's needed in pants, chinos, jeans and leggings. With advancements in technology that can infuse Iron Knees into stretchy fabrics such as girls' leggings, parents will now find Iron Knees in almost all girls' bottoms, in addition to the new jeans with stretch for boys.

### **Style that Fits with School Uniforms and Dress Code**

Whether for dress code or uniform programs, [Lands' End School](#) leads with best-in-class fabrics, great fits from toddler to adult, style, school logo embroidery and legendary customer service. Plus, with a wide assortment of styles, kids can mix and match their favorite pieces to create a look they will be happy to wear.

Coming in September, Lands' End School is launching its [Universal Collection](#), an inclusive line of adaptive clothing designed for easy dressing. Tops and bottoms look just like the best sellers, but with new innovative features such as rip and grip closures and sensory friendly seams.

**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 <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.

\*2018 Lands' End Kids Back-to-School Survey, June 18-20, 2018, 565 qualified respondents via Survey Monkey.

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