

# LANDS'END

November 3, 2016

## Lands' End's "Won't Let You Down Coat" Has Been Chosen For The Season's Most Popular Gift Guide

DODGEVILLE, Wis., Nov. 3, 2016 /PRNewswire/ -- Today, Lands' End announced that their "Won't Let You Down Coat" will be featured in the 2016 edition of "Oprah's Favorite Things," an annual list of the season's ultimate gift items which are featured in the December issue of *O, The Oprah Magazine* (hits newsstands Nov. 8, 2016).



"Lands' End offers an incredible assortment of warm and stylish outerwear and it's a great honor to have one of our favorite coats of the season be featured in Oprah's Favorite Things," said Joseph Boitano, Co-interim Chief Executive Officer, Lands' End. "As the holiday shopping season begins, you can never underestimate the gift of warmth."

The Won't Let You Down Coat provides fashionable and functional protection from winter weather. "No one wants to put on a puffer and feel...puffy. That's why I appreciate this toasty down jacket with a water-resistant shell, major insulation, and a removable hood: It's snug but sleek," said Oprah Winfrey, Founder and Editorial Director, *O, The Oprah Magazine*.

The coat features an innovative HyperDRY™ interior that repels water and continues to insulate even when wet. It has cozy fleece-lined pockets, plus a rib-knit collar and cuffs to keep frigid temperatures out. With its hood and 100% polyester water-resistant shell, you are sure to keep warm and dry. The coat comes in four fashionable colors and ranges in size from Women's Regular, Petite, Tall, Plus and Petite Plus, starting at \$189.

The Won't Let You Down Coat is available at [www.landsend.com](http://www.landsend.com) and at the "Oprah's Favorite Things" specialty shop on Amazon.

### About Lands' End

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](http://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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