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Lands' End Business Outfitters Launches The Perfect Shirt

Market-leading features make this broadcloth shirt the perfect option for business outfitting: patented No Gape™ Button Technology for her prevents gaping at the bust.

DODGEVILLE, Wis., April 27, 2015 /PRNewswire/ -- Say goodbye to stodgy, uncomfortable dress shirts. Lands' End Business Outfitters has redefined the classic broadcloth work shirt with the introduction of The Perfect Shirt.

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[The Perfect Shirt](#) features smart technology with an easy-care finish, stain release, a moisture-wicking Coolest Comfort™ Finish as well as expert tailoring specifically to create comfort and coverage for women and men. The Perfect Shirt is an outstanding value in the marketplace at \$35 for regular sizes and \$40 for extended sizes.

"When we started looking at building a better dress shirt, we thought about what innovative new features we might be able to add. So, we went straight to the source - our customers - to see what they would like in their Perfect Shirt," said Joe Ferreri, senior vice president of Lands' End Business Outfitters. "By focusing on quality, details, style, practicality and durability, we've created the complete wear-to-work collection at Lands' End Business Outfitters. With the introduction of The Perfect Shirt, we've made the entire collection an easy choice for businesses looking for comfortable, stylish and practical work apparel."

Polished, Professional and Practical

The Perfect Shirt is constructed from a ring-spun combed cotton blend and is designed to take what a work-day can dish out while looking polished and professional. The men's and women's shirts feature a Coolest Comfort™ Finish to wick moisture and dry quickly, allowing the fabric to breathe and balance body temperature. In addition, both feature stain-release on the inside collar and cuffs plus an easy-care finish that goes from the wash to wear with little or no need for ironing. The women's shirt is also a perfect length to stay neatly tucked in or effortlessly untucked and is available in three-quarter and long-sleeve lengths.

No Gape™ Button Technology Patented by Rochelle Behrens

As an added value, the women's [Perfect Shirt](#) features No Gape™ Button Technology with a hidden-button feature that is seamlessly designed to prevent gaping at the bust, offering complete coverage that is suitable for the professional atmosphere. It was developed by former Washington, D.C., lobbyist Rochelle Behrens who couldn't find a shirt that fit well to wear to her own office. She invented and patented a perfect button configuration, paired with a smooth placket that eliminated blouse gape.

"When I developed the No Gape™ button technology, I envisioned it would help women who regularly wear blouses for work feel empowered. Now with No Gape™ on the Lands' End Perfect Shirt, millions of women who wear professional uniforms can feel confident, and covered, in any work setting," said Behrens.

For men, The Perfect Shirt features a comfort collar with an elastic tab button so it's never too tight, 360 reach and fit armholes redesigned to offer a greater range of motion and help keep the shirt perfectly tucked in, plus removable collar stays to keep corners pointed. It is available in traditional and tailored fits.

In addition to being offered through Business Outfitters, The Perfect Shirt for men is available through [Lands' End School Uniforms](#).

About Lands' End Business Outfitters

Lands' End Business Outfitters designs unique uniform programs that offer employees individual choices and help build the brands of companies of all sizes, including hundreds of Fortune 1000 companies. All Lands' End merchandise is Guaranteed. Period.® For more information visit business.landsend.com or call 1-800-338-2000.

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 products through catalogs, online at 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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