

LANDS'END

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Lands' End Reinvents the Polo Shirt!

New construction of this timeless shirt proves why it's a must for every man

DODGEVILLE, Wis., March 11, 2015 /PRNewswire/ -- Most men have probably never saddled up on a horse, grabbed a helmet and a long handled mallet, and wacked a small ball around an all-grass court. But in contrast, almost every man probably owns at least one "polo" shirt. From the tennis court, to the golf course, to the backyard BBQ, the polo shirt is a go-to men have relied on for years.



"Building a high-quality polo shirt is something we've been doing at Lands' End for over 30 years," said J. Henley, Lands' End men's senior design director. "This season we took a good look at this wardrobe staple and updated it exactly the way our customers asked us to."

Mesh Polo: Classic Design, Modern Interpretation

Henley says redesigning a classic like a polo shirt can be tricky. Already, the Lands' End polo has great features like a no-curl collar, indestructible buttons, and heavy mesh fabric. The goal is to improve upon the original without making something men don't recognize. Today, more men seem to be wearing polo shirts untucked - even at the office. Henley says this trend is what led Lands' End to "even up the tail." Traditionally, polo shirts had a longer back so it wouldn't come untucked while playing tennis, thus the term "tennis tails" was born. But for the man wearing a polo to the office or the neighborhood gathering, this feature ends up doing more harm than help; thus the even tail on the new Lands' End mesh polo. Henley says the next trick was giving men a polo that felt soft and comfortable right out of the box. A special pre-wash gives this new polo a softer feel, which gets better over time. Finally, in addition to offering tailored and slim fit polos, the "traditional fit" has been updated, making it the perfect polo for every man. Best part, even after all of these changes, the price of the Lands' End Original Mesh Polo stayed at \$29.50.

But Wait, There's More!

If the Original Mesh Polo is the "everyman's shirt", then the smooth Supima[®] Polo is its classy counterpart. Also reengineered this year and made with smooth Supima cotton grown in the USA, this polo pops under a sport coat or a spring sweater. Henley says for guys who wear a polo to the office, this is the "Monday-Thursday" polo compared to the "Casual Friday" Mesh Polo. Offered not only in a variety of colors, but also different patterns and textures, the Supima Polo resists stains, wrinkles and shrinkage; giving men a crisp look all day long.

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 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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