

LANDS'END

October 28, 2015

Lands' End Opens First Ever Holiday Pop-Up Shops In Boston And New York City

DODGEVILLE, Wis., Oct. 28, 2015 /PRNewswire/ -- Lands' End proudly announces the opening of two holiday pop-up shops. With New York and Boston being the host cities, Lands' End continues its legendary journey in providing quality, value and customer service to customers in prominent retail locations in both cities. The shops will present a fun-filled holiday shopping destination for the entire family.



"I am delighted to deliver this exciting shopping opportunity to our customers. We are proud that the iconic brand of Lands' End embarks on this new wonderful journey starting with two iconic cities, New York and Boston," said Federica Marchionni, Chief Executive Officer, Lands' End. "At Lands' End, our passion for our entire family - customers and the community - runs deep; I can't think of a better time to celebrate our wonderful extended family than the holidays. I welcome you all to join us during this special time."

On Sunday, November 1, the Boston store will open in the city's renowned Copley Square. The location features 3,000 square feet of selling space and will be stocked with the brand's favorite holiday gifts for everyone in the family. A heartfelt holiday feel will be the focus for the newest holiday collections inviting customers to enjoy Lands' End at its best. Following Boston, the New York City store will open on Wednesday, November 11, on iconic 5th Avenue at 52nd Street. The 9,800 square-foot space will be transformed into a wintery ski chalet that includes a second-floor space for shoppers to settle into a cozy and relaxing environment with a hot chocolate bar. The newest holiday campaign including imagery and video will be featured in both locations.

The stores will feature a unique handpicked merchandise selection from the brand across the categories of men's, women's, children's, home, and holiday gifts. Monogramming will be available on-site for items such as Christmas stockings, sweaters, shirts, and much more. In addition, the shops will host special events throughout the holiday season.

The Boston store, open through December 27th, is located at 100 Huntington Avenue, Space E004A and the New York City store, open through January 31st, is located at 650 Fifth Avenue. For more information, please visit <http://www.landsend.com/co/StoreLocator>.

ABOUT LANDS' END

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 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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