

# LANDS'END

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## Lands' End Business Outfitters Wins Innovator Awards from Apparel Magazine

DODGEVILLE, Wis., June 18, 2015 /PRNewswire/ -- Lands' End Business Outfitters has won two Innovator Awards from *Apparel* magazine for its upcoming Work Wear Collection and its new Perfect Shirt. The Innovator Awards are presented to apparel retailers, brands and manufacturers that have demonstrated innovation at any point along the apparel supply chain. The awards will be presented at a gala celebration in September and the innovations are featured in its 2015 Top Innovators issue of [Apparel magazine](#).

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"It's an honor to be recognized by *Apparel* magazine for our team's work to bring innovation to business outfitting and uniforms," said Joe Ferreri, senior vice president, Lands' End Outfitters. "For more than 20 years Lands' End Business Outfitters has been providing uniform solutions to businesses large and small. By focusing on the product's end use and our customers' needs, the Outfitters team has driven innovation in fabrication and the unique features that the Lands' End brand has been known for. Our current focus on 'wearable technology' in work wear has enabled us to grow this important addition to our line with innovative items that deliver functional and reliable clothing for a wide variety of jobs, from the office to the warehouse."

### Tough Jobs, Tough Gear

The Work Wear Collection features tough apparel for tough jobs like construction, warehouse work and more. From Iron Knee® technology that reinforces the knees in pants to Thermaskin™ base layers for layered warmth, designers took into account all the situations workers might encounter. As a result, the clothing can handle stains and rough treatment and take on just about any climate from mid-summer heat to polar-vortex cold snaps.

"This year's 36 winners of our 8<sup>th</sup> Annual Innovator Awards range from revolutionary new products and designs to new strategies and technologies," said Jordan Speer, editor in chief, *Apparel* magazine. "Lands' End Business Outfitter's stood out for the thought put into their new Work Wear Collection and Perfect Shirt. The company is paying attention to the fine details that will improve the comfort and appearance of its customers."

### Polished, Professional and Practical

The Perfect Shirt is designed to take what a workday can dish out while looking polished and professional. The shirt features a Coolest Comfort™ Finish to wick moisture and dry quickly, 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 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. For added comfort around the collar, [The Perfect Shirt for Men](#) features an elastic tab giving the top button the ability to stretch. Its redesigned 360 reach and fit arm-holes offer a greater range of motion and help keep the shirt perfectly tucked in.

### About Apparel

Published 12 times a year, *Apparel* magazine is the No. 1 voice and authority for leading apparel brand, retail and manufacturing executives, due to its unmatched content and ongoing commitment to the highest editorial quality and standards for the past 55 years. Thought-leading subject matter addresses technology and business insight, from concept to consumer, with a focus ranging from omnichannel retail to raw materials management, and everything in between. In addition to the monthly publication, *Apparel* produces the information-rich [apparelmag.com](#), four annual live education and networking events, an extensive webinar series, an annual Share Group program, a weekly e-newsletter and Alert, exclusive research and thought leadership reports, whitepapers, InfoGrams, custom content products and more.

### 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](http://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](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 with a real value, and seek to deliver timeless style for men, women, kids and the home.

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