

LANDS'END

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Lands' End School Uniforms Offer New Styles, More Options Made Even Better for the 2015 Back-to-School Season

DODGEVILLE, WI -- (Marketwired) -- 08/05/15 -- Lands' End School Uniforms consistently earn top honors from school administrators, parents and even students. This year, the collection has been made even better with new items, more options and smarter details than ever before.

"We design every item with comfort, durability, style and ease of care in mind," said Joe Ferreri, senior vice president, Lands' End School Uniforms. "We listen to parents and the schools we partner with to hear what they want and need. Every day, we strive to make our school apparel better developing the best fabrics, better fit, on-trend style, more customized options and our legendary customer service. This back-to-school season, we top the charts with new looks for girls, boys and even spiritwear for the entire family -- all at the highest level of quality and at a great value."

What's New for Girls

For girls, it's all about options. Lands' End is offering school uniform skirts and skorts in lengths above the knee, at the knee and below the knee. Ponté stretch knit fabric plays a larger role in dresses, jumpers, skirts and skorts. The fabric resists wrinkles and has a smooth drape. New stretch chinos are woven for a better fit and greater comfort. New woven shirt options include an updated Oxford with stain release, stretch poplin shirts in three sleeve lengths, and a piped Peter Pan collar broadcloth. Easy-care cotton and rayon blend cardigans feel and look great while maintaining color and shape wear after wear.

What's New for Boys

The Perfect Shirt from Lands' End is the big news in boys. It's easy to care for and easy to wear with 360 degree reach and fit, moisture-wicking Coolest Comfort™ finish, stain-release collar and cuffs plus a comfort collar that can be adjusted so it's never too tight. The wrinkle-resistant Oxford shirt, a tried and true school uniform staple, is updated with stain-release for easy care. New dress shirt options, performance cotton and rayon blend sweaters and dress shorts also make the back-to-school list this fall.

Top of the Class for All

Whether for teachers or students, packable rain jackets are durable, water resistant and pack into their own pocket for easy storage while fleece-lined styles offer added warmth. Cotton and rayon blend Performance Drifter™ Sweaters are easy care for and available in several new styles. New spiritwear for the family includes tees, sweatshirts, totes and more that can be decorated with the school's logo in heat transfer, embroidery or screen printing options.

Extra Credit

When a student goes above and beyond, they get extra credit. So does Lands' End School Uniforms with everyday staples. Lands' End polos -- by far the most popular item for back to school -- are the best in class with soft, 100-percent cotton fabrics that resist stains, wrinkles, shrinkage and fading. There are more than a dozen colors for all dress codes in short sleeve, long sleeve, mesh, interlock, basic fit or feminine fit styles in sizes that fit all students.

School uniforms extend to the gym, gear and even accessories. Uniform phys-ed gear is available in tees, shorts and sweats and features moisture-wicking, shrink- and fade-resistant and antimicrobial properties. Coordinating headbands, shoes and even ties keep kids looking polished. Solid backpacks, cinch sacks and lunch totes complete any school uniform wardrobe.

Award-Winning Iron Knee® Chinos

Lands' End School Uniforms has made the chino even better with Iron Knee technology featuring double the reinforcements where kids tend to wear them out most -- the knee. Iron Knee Chinos are available in a variety of fabrics and styles for both boys and girls, including traditional styles, plus pencil leg and cargo pocket. Available in toddler to adult tall sizes, Lands' End is the place where every student body fits.

World-Class Customer Service

Lands' End School Uniforms are backed by legendary customer service. Among its many offerings are customized school websites for nearly 5,000 schools where parents can shop specifically for the items on the uniform list. Lands' End School helps schools show their spirit by offering custom plaids that go beyond the standard selection. Extended sizes, including slim, plus, husky, junior, young men's, adult and adult tall sizes, ensure everyone fits.

It's a 7-10 day turnaround time for order processing and logo applications even during peak times, with no deadlines or timing restrictions. Plus, every item is backed by a solid return policy: Whether worn, washed or embroidered, Lands' End School Uniform items are always Guaranteed. Period.®

Giving Back with School Rewards

Preferred Schools, schools that agree to work with Lands' End as a school uniform provider and make Lands' End School catalogs available to parents throughout the year, raise funds by earning up to 3 percent cash back on the net sales of all uniform purchases.

ABOUT LANDS' END SCHOOL UNIFORMS

Lands' End offers uniforms and school-appropriate clothing in sizes for children, young adults and adults that are designed to meet dress-code requirements. Lands' End School Uniforms includes phys-ed wear such as tees, shorts, sweatshirts and sweatpants, plus spiritwear that can be personalized with logos. Lands' End School Uniform apparel is available year-round in sizes including slim, plus, husky, junior, young men and tall. Lands' End School Uniforms products offer the same quality, value and guarantee for which Lands' End is legendary. To help schools, the Lands' End School Rewards program gives participating schools up to three percent cash back on the net sales of school uniforms. Lands' End School Uniforms is available online at www.landsend.com/school and via the Lands' End School Uniform catalog. To request a catalog or order by phone, call 1-800-469-2222.

ABOUT LANDS' END, INC. 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.

Contact:

Molly Hawkins
Lands' End
608-935-6089

[Email Contact](#)

URLs: landsend.com/kids; landsend.com/school; landsend.com/newsroom/

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