

# LANDS'END

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## Portraits on Canvas by The Sartorialist for Canvas by Lands' End™

DODGEVILLE, Wis., June 28, 2016 /PRNewswire/ -- Lands' End has partnered with Scott Schuman, founder of The Sartorialist, to create "Portraits on Canvas", the first release in a series of photographs and videos that capture the new Canvas by Lands' End™ Collection. The "Portraits on Canvas" campaign will continue with each season's collection launch and will be shot in different cities around the world.

In this first introduction, shot in the streets of New York City, Schuman used a diverse group of people, chosen through a public casting call, who mixed their own personal style with pieces from the Canvas by Lands' End collection. The resulting images are an expression of both Schuman's originality and the models' individuality. The street style imagery shows how the collection can be incorporated for various occasions in any part of the world. The Canvas by Lands' End collection is truly a global collection. The campaign will be featured on the Lands' End website and social media channels as well as on The Sartorialists platforms with a continuing dialogue on #CanvasPortraits.

Renowned worldwide for his work on iconic collaborations with global brands, Scott Schuman said, "I had the chance to shoot a great and diverse cast of people for our first edition of 'Portraits on Canvas', here in New York. We found a lot of wonderful young women through the casting call-out and mixed their personal style with pieces from Canvas by Lands' End. I came away from this project feeling that we captured a sense of the incredible diversity of styles in New York. For me, it was great to see a collection coming from a strong heritage brand looking so fresh and new. Through the styling of the collection to the details, they are carving a new path for such a well-known, classic American brand."

Canvas by Lands' End was launched in April 2016. The inspirational new fashion collection for men and women, influenced by the freedom of artistic expression, features a white label symbolizing the ability to personally create one's own canvas. Designed in America and developed in Italy, the collection combines fine craftsmanship, exceptional quality and contemporary style with an elevated level of sophistication.

"Working with The Sartorialist to create the introductory collection of "Portraits on Canvas" has been incredibly exciting," said Alessandro Carnicella, Senior Director, Lands' End. "To witness how this unique point of view can add a certain street-style frisson to the sophisticated elegance of Canvas by Lands' End is a revelation. This is the start of an inspiring partnership with one of the most respected and influential figures in fashion, as we expand the international awareness of Canvas by Lands' End."

To view the "Portraits on Canvas" project, please visit: <http://www.landsend.com/canvas-by-lands-end/thesartorialist/>

### 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 product through catalogs, online at [www.landsend.com](http://www.landsend.com), [www.canvasbylandsend.com](http://www.canvasbylandsend.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 retail value, and see to deliver timeless style for men, women, kids and the home.

### About Scott Schuman

Founder/blogger/photographer Scott Schuman began The Sartorialist with the idea of creating a two-way dialogue about the world of fashion and its relationship to daily life. In addition to the blog, Schuman's work has been featured in GQ, Vogue Italia, Vogue Paris, and Interview; for GQ, Schuman shot and edited his own page for over three years. Schuman has appeared in national ad campaigns for The Gap and Verizon, and collaborated with Kiehl's on an exclusively commissioned product and campaign surrounding Father's Day. Nespresso, DKNY Jeans, Gant, OVS, Crate & Barrel, and Absolut have all commissioned ad campaigns. Burberry, meanwhile, tapped Schuman to shoot the groundbreaking social media-cum-advertising "Art of the Trench" project. In 2009 Penguin published an anthology of his images that has sold well over 100,000 copies to date and been translated into languages from English to Korean. Its limited-run Bespoke Edition sold out in less than three months. His work resides in the permanent collections of the Victoria & Albert Museum and the Tokyo Metropolitan Museum of Photography.

URLs: <http://www.landsend.com/canvas-by-lands-end/thesartorialist/>  
[www.landsend.com/newsroom](http://www.landsend.com/newsroom)





Video - <http://youtu.be/8WCEpkjLNZ8>

Photo - <http://photos.prnewswire.com/prnh/20160628/384264>

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