

LANDS' END

July 21, 2014

Lands' End Kids Launches Digital "First-day Faves" Pop-up Shops for Back-to-School

A new pop-up shop each week will feature key first-day looks from style influencers; Seven weeks of style and savings begin July 21 at Landsend.com

DODGEVILLE, Wis., July 21, 2014 /PRNewswire/ -- "What to wear?" is a question that will soon be asked by millions of kids preparing for their first day back to school. Now, [Lands' End Kids](#), with help from The Bakery by POPSUGAR, offers some quick answers. Beginning on July 21, seven style influencers and popular PopSugar Select mom bloggers will curate a collection of "First-day Faves" with a new digital pop-up shop launching each week at landsend.com/firstdayfaves. Featured items will be offered at a 25 percent discount.

"We work hard so families can find the perfect back-to-school outfits in a convenient way," said Steve Rado, chief marketing officer, Lands' End. "Not only do we have an easy-to-shop collection at Landsend.com, but our new digital pop-up shops help parents and kids quickly navigate first-day looks at an even greater value."

From "Preppy Play" to "Girl Meets Playground"

Each of the digital pop-up shops will include three themed looks based on the back-to-school trends as selected by the style influencers. Looks will include everything a child needs for his or her first day — from backpacks and boots to blazers and blouses. One pop-up shop will be featured each week, so families are encouraged to check back for the newest shop and fresh ideas.

Among the many looks, pop-up shoppers will notice eclectic outfitting inspired by nature, layering, jeanswear and dress-up comfort — all reflecting the on-trend style at Lands' End Kids. Looks will feature style for kids of various ages along with various needs such as [dress code and school uniform](#). Below is the schedule for the pop-up shops at Landsend.com/firstdayfaves:

- | July 21, Jacinda Boneau of [Pretty Prudent](#)
- | July 28, Leila Lewis of [Inspired by This](#)
- | Aug. 4, Rachel Faucett of [Handmade Charlotte](#)
- | Aug. 11, Jamie Sanders of [Scattered Thoughts of a Crafty Mom](#)
- | Aug. 18, Melissa Griffiths of [Bless This Mess](#)
- | Aug. 25, Allison Waken of [All For The Boys](#)
- | Sept. 1, Vera Sweeney of [Lady and the Blog](#)

ABOUT LANDS' END

Lands' End® is a classic American lifestyle brand with a passion for quality, legendary service, real value and a simple two-word promise to stand behind everything it sells: Guaranteed. Period.® Lands' End delivers timeless style for Men, Women, Kids and the Home at landsend.com, 1-800-800-5800, Lands' End Shops at Sears, Lands' End Inlets and around the world. Lands' End is publicly traded and listed on NASDAQ under the trading symbol (LE).

URL: www.landsend.com/firstdayfaves

LANDS' END

Logo - <http://photos.prnewswire.com/prnh/20131104/CG10218LOGO>

SOURCE Lands' End

News Provided by Acquire Media