

Lands' End Business Outfitters Launches New Online Customer Experience

Website overhaul provides industry-leading customer service and functionality

DODGEVILLE, Wis., Sept. 25, 2014 /PRNewswire/ -- Now, outfitting a business with logo'd apparel and gear is a snap - or as simple as a few clicks. Lands' End Business Outfitters today announced it has launched a new online customer shopping experience at business.landsend.com. The new website provides state-of-the-art functionality that lets business customers do everything from seeing how their logo looks on a selected fabric to managing account information and accessing order history.



"We are always exploring ways to improve our business, as well as enhance our customer service for our loyal customers," said Joe Ferreri, senior vice president, Lands' End Outfitters. "We have two key business segments, Business-to-Business and School Uniform. This investment in the Business-to-Business web platform is an important component of our long-term plan to add value to our existing and new client relationships. The improvements we have made to the site are significant and we are very pleased with the enhanced functionality and customer service we're able to provide through the new shopping experience."

New Features, More Benefits

The new website allows customers to directly upload their logos and see exactly how their logo will look on their selected fabric, and it also allows customers to change thread colors and see alterations immediately. In addition, high-resolution product images can be viewed in full-screen mode, enabling customers to zoom in to view details. Got a tablet? No problem. The site now works with tablets so businesses can shop and view on the go.

Easier to Shop

Beyond the bells and whistles, business.landsend.com is easier to shop with a fast, one-page checkout and a more powerful search tool to quickly locate products. The site also offers complete account management so businesses can see account information, order history, payment methods and more.

Quality that Never Ceases

With all the site changes, businesses can rest assured that the legendary Lands' End quality hasn't changed. All items are backed by a promise of satisfaction — Guaranteed. Period.® Each item is wear-tested and available in a variety of colors that complement just about any logo. State-of-the-art embroidery ensures company brands look great while a variety of sizes ensures employees get their personal fit.

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 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 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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