

# LANDS'END

December 1, 2014

## Lands' End #MonogramMonday Campaign Searching for Monogram Matches

### Chance to win \$1,000 Shopping Spree if Initials Match Posted Monograms

DODGEVILLE, Wis., Dec. 1, 2014 /PRNewswire/ -- To celebrate the company's busiest monogramming season, today Lands' End has launched #MonogramMonday, a fun campaign searching for individuals with initials to match monograms posted on Lands' End's social platforms.



Each Monday at 8:00 a.m. (CST) from December 1 - December 22, 2014, Lands' End will post a photo or video of a three-lettered monogram on Twitter (@LandsEndPR & @LandsEnd), Facebook ([www.facebook.com/landsend](http://www.facebook.com/landsend)) and Instagram (@LandsEnd\_PR & @LandsEnd). The lucky-named individuals whose personal initials match the posted monogram in any order can enter at [www.landsend.com/monogrammonday](http://www.landsend.com/monogrammonday) within 24 hours. All entries matching the monogram will be collected and one winner will be chosen at random to win a \$1,000 Lands' End gift card each week.

"Monogramming at Lands' End is our specialty and we love to see how creative our customers and employees can be with thread colors, phrases and words that help to uniquely personalize everything from cashmere sweaters, down vests, canvas totes and fleece throws to even slippers and socks," said Steve Rado, SVP, chief marketing officer, Lands' End. "We thought we'd join in the fun this season by offering a fun, engaging campaign focusing on monogramming. So, check with us each Monday from December 1 through December 22 to see if your initials match."

### More About Lands' End Monogramming

At Lands' End, monogramming costs just \$6 per monogram and \$10 on most luggage, towel, and sheet sets. Most items can accommodate a monogram of up to 10 characters on one line. Some items, like baby blankets, can accommodate a monogram of up to 15 characters on up to 3 lines.

### Lands' End Monogramming Fast Facts:

- ▮ **Monogramming for Miles** - During the holiday season, November and December, the monogramming department will go through 3,600 spools of thread - the equivalent of 10,800 miles of thread!

- | **Thread Colors** - Lands' End offers 30 different thread colors to help create a truly personalized look with a monogram.
- | **Color of Choice** - The most popular thread color during the holiday season is Parchment due to the high volume of Christmas stockings monogrammed.
- | **Monogram Styles** - Customers can choose from a single initial, three initials or a word, and then select from a variety of font styles for each choice.
- | **Personal Popularity** - The most popular monograms are "Mom" and "Dad."
- | **Even Personalized Items are GUARANTEED. PERIOD.®** -- The Lands' End guarantee has always been an unconditional one. It reads: "If you're not satisfied with any item, simply return it to us at any time for an exchange or refund of its purchase price." We mean every word of it. Whatever. Whenever. Always. Even monogrammed items.

#### **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 and real value, and seek to deliver timeless style for men, women, kids and the home.

URLs: <http://www.landsend.com/newsroom>  
<http://www.landsend.com/monogrammonday>

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