

LANDS'END

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Lands' End Debuts Hygge-Inspired Cozy, Soft Leisure Collection The Art of Cozy

DODGEVILLE, Wis., Sept. 14, 2017 /PRNewswire/ -- "Hygge," the Danish word for cozy, has become a movement on how to live the most comfortable, relaxed lifestyle. To help women embrace and wear "The Art of Cozy," Lands' End launches the new Soft Leisure Collection online at landsend.com/softleisure on Friday, September 15. - the full assortment of easy-fitting, feminine silhouettes available in tops and bottoms in the softest fabrics, washes and finishes.



"As lifestyles continue to evolve, so does fashion. Today, women want to look stylish while being comfortable and have truly embraced a cozy, carefree approach to getting dressed each day," said Chieh Tsai, senior vice president of design, Lands' End. "The beautiful, soft fabrics combined with easy-to-wear feminine silhouettes make the pieces of the new Soft Leisure Collection from Lands' End essentials in every woman's daily wardrobe."

A soft color palette lays the foundation for this collection. A whisper in color - washed pinks, pewter heathers, powder gray sets the tone. Sourcing the softest fabrics, washes and finishes the collection offers only the softest of "hand feel." Boucle, alpaca, French terry, and cashmere round out the luxurious and plush fabrications for all day comfort.

The collection's chic and simple approach allows the silhouettes to take center stage with versatile pieces that emphasize a comfortable ease and fit. Pieces can be worn head to toe or can be incorporated into looks to be worn for work during the day, lounging at night or running errands on the weekend.

From chic styles to relaxed looks, the collection features dresses, sweaters, tanks, pants and jackets in regular and plus sizing. Some favorites include Sweater Sweatshirt, \$79, Classic Terry Jogger, \$49, Classic Merino Blend Boucle Cowl Sweater, \$69, and Eco Merino Turtleneck Dress, \$89, and Eco Merino Cable Cardigan, \$79, both made from a sustainable merino yarn woven with recycled plastic bottles.

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 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/softleisure>

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