

Lands' End Declares May 23rd as National Swimsuit Day

Dedicated Swimsuit Shopping Day to Feature Special Offers on Swim Purchases, a British Virgin Islands Vacation Sweepstakes and a Twitter Event with Advice and Giveaways

DODGEVILLE, Wis., May 18, 2017 /PRNewswire/ -- Memorial Day Weekend is the unofficial kick-off to summer, and to make sure everyone is ready for a fabulous day at the beach or pool, Lands' End has declared May 23, 2017 as National Swimsuit Day. This dedicated swimsuit shopping day is filled with great offers and advice from Lands' End to help everyone discover and receive - in time for Memorial Day Weekend - the best-fitting swimsuits and beach towels guaranteed to be the Best on the Beach.

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Try watching this video on www.youtube.com, or enable JavaScript if it is disabled in your browser.



"We wanted to do something fun to kick off the long-awaited Memorial Day weekend and the first hint of summer, so Lands' End has established National Swimsuit Day," said Becky Gebhardt, EVP, Chief Marketing Officer, Lands' End. "We know our customers love to spend time with friends and family in the pool and on the beach, so we want to make sure they are fully prepared. The Lands' End team will be sharing swimsuit tips and advice through our social channels, along with a six hour Twitter event, #NationalSwimsuitDay, to lend a hand to help everyone discover great fitting and flattering swimwear at amazing values, along with prizes to be won."

More about Lands' End's National Swimsuit Day:

- 1 **Extraordinary Offers** - To celebrate National Swimsuit Day, Lands' End is announcing EXTRAORDINARY swimwear offers. On May 23, all regular priced swimsuits for women, men and kids, as well as swim tees and beach towels will be 50% off. To make sure everyone is ready for the start of Memorial Day Weekend, the company is also offering FREE expedited shipping for Friday delivery. The offer will be valid with promotional code SWIMSUITS and pin 7848 when ordering.
- 1 **Find Your Suit** - For women, Lands' End offers assistance online with the Swim Finder - an interactive tool to help discover the best swimsuits based upon body shape and preferences, while also providing tips on to how to take proper swimsuit measurements. Lands' End also has swim fit experts on-hand ready to help find the perfect-fitting swimsuit for everyone in the family. Customers can simply call 1-888-588-8888 to enlist the help of the award-winning Lands' End customer service team.
- 1 **Chances to Win!** - To get people excited for swimsuit season, Lands' End is also offering the chance to win an amazing beach experience at Scrub Island Resort, Spa and Marina, a 230-acre private-island haven tucked into a cliff overlooking the Atlantic Ocean, Caribbean Sea and surrounding islands, in the British Virgin Islands. Now through June 15, 2017, vacation dreamers can enter for a chance to win a trip for two, including roundtrip airfare, accommodations for an 8-day/7-night stay, meals and spa services, at www.landsend.com/beachsweeps.
- 1 **National Swimsuit Day Twitter Event - May 23, 2017** - To help women find perfect-fitting swimsuits, Lands' End is also hosting a 6-hour Twitter Swimsuit Fit Guide, complete with advice from Lands' End swim fit experts, helping

women identify the best swimsuits for every shape and size. The latest trends for the swim season will also be revealed, as well as chances to win \$100 gift cards to purchase dream swimsuits from Lands' End.

For more information on the National Swimsuit Day campaign, visit www.landsend.com on May 23, 2017.

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: landsend.com/swim
landsend.com/beachsweeps
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