

LANDS'END

March 8, 2017

Don't Be Green with Envy: Order St. Patrick's Day Embroidery and Monograms from Lands' End

DODGEVILLE, Wis., March 8, 2017 /PRNewswire/ -- From rainbows and pots of gold to the lure of little leprechauns, millions will embrace the Irish spirit on St. Patrick's Day. In fact, while the US Census Bureau estimates **33 million Americans** claim Irish heritage, almost four times that number - **125 million Americans** - planned to celebrate the St. Patrick's Day holiday last year, according to the National Retail Federation.



In time for the Irish holiday or any day, Lands' End is now offering St. Patrick's Day embroidery available on an assortment of products ranging from totes to towels perfect for showing a little Irish spirit or sharing with a lucky friend or relative. The last day to order St. Patrick's Day icons to receive in time for the holiday is March 13. The embroidered Irish icons and monogramming options available from Lands' End, starting at \$6, include:

- | **Clever Clovers** - A green collage of clovers, the universal symbol of good luck, is a simple way to embellish a gift from Lands' End with a little Irish inspiration.
- | **Love of the Irish** - Looking to express a love of everything Irish? Look no further than the St. Patrick's Day "Love" embroidery.
- | **Green Monograms** - A touch of green in a personalized monogram can give a nod to Irish heritage year-round in a favorite shade inspired from the Emerald Isle.

Seasonal Embroidery

Known for beautiful embroidery and monograms, Lands' End offers a variety of seasonal options throughout the year to add a personal touch. "At Lands' End, we take great pride in adding a high quality, personal touch with our monogramming and embroidery services," said Joe Boitano, executive vice president, chief merchandising and design officer. "An initial, a name and even a four-leaf clover are all possible and add the perfect, finishing touch to an item that can be treasured for years." Look to Lands' End for unique embroideries and classic monograms to celebrate a sense of style and to commemorate holidays and special occasions.

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.



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