

Business Outfitters By Lands' End Wins Gold At American Advertising Award For WorkWear Campaign

"Strength Defines Us" Campaign Featuring Employees Wins Top Honor at AAF Madison ADDY Awards and Advances to Regional Competition

DODGEVILLE, Wis., Feb. 27, 2017 /PRNewswire/ -- Business Outfitters by Lands' End has won a gold ADDY Award from the American Advertising Federation Madison, an organization committed to the development of the advertising, marketing and communications community in the greater Madison area, for its "Strength Defines Us" campaign. The compelling campaign visuals and video were developed for the Lands' End WorkWear Collection, which features apparel for tough jobs like construction, warehouse work and more. The American Advertising Awards is the advertising industry's largest and most representative competition to recognize the best in creative excellence in advertising.

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



The dynamic winning campaign visuals and video featured Lands' End employees in WorkWear apparel, portraying the story of the real people who use the line every day. The finished product captured the simple yet dynamic story behind the Lands' End maintenance team, what quality means to them and how they take pride in what they wear to work every day and how they do their jobs. Built around the workers themselves, the campaign created a lifestyle concept using authentic personal stories to forge an authentic customer connection.

"It's an honor to be recognized by the American Advertising Federation Madison for our team's creativity in developing a campaign that is near and dear to all of us at Lands' End," said Joe Ferreri, senior vice president, Lands' End Outfitters. "This award presents a unique distinction because it comes from our local Madison community for a campaign that features our very own employees and the hard work and dedication they bring to their jobs at Lands' End every day."

The campaign video and images were shot at the Lands' End headquarters in the workshop and warehouses, portraying a day in the life of the company maintenance staff. As part of a multichannel marketing effort, the video was distributed on the Lands' End website and over the company's social media channels. Additionally, the campaign images appeared in the Lands' End print catalog, as well as in print advertising, email and digital and banner advertising.

The awards were presented on Saturday, February 25 at the Union South in Madison, Wis. Lands' End will advance to the 8th District competition, where they will compete against the top regional winning advertising campaigns. The winning WorkWear video can be viewed on Lands' End's YouTube page [here](#).

Tough Jobs, Tough Gear

The WorkWear Collection features tough apparel for tough jobs like construction, warehouse work and more. From Iron

Knee® technology that reinforces the knees in pants to Thermaskin™ base layers for layered warmth, designers took into account all the situations workers might encounter. As a result, the clothing can handle stains and rough treatment and take on just about any climate from mid-summer heat to polar-vortex cold snaps.

About the ADDY Awards

With over 60,000 entries annually, the ADDY Awards are the world's largest and arguably toughest advertising competition. The ADDY Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry <http://www.aaf.org>.

About Business Outfitters by Lands' End

Lands' End Business Outfitters designs uniform and career apparel programs that offer employees a broad selection of custom or off the shelf choices and help build the brands of organizations 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 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.

LANDS'END OUTFITTERS

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