

LANDS'END

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Lands' End Sharpens Its Pencils To Launch The 'Smart Stop' For Back To School

On-trend style, outstanding value and best-in-class school uniforms make Lands' End the one-stop Smart Stop for back-to-school

DODGEVILLE, Wis., July 12, 2017 /PRNewswire/ -- Being smart isn't just about getting good grades. It's also about being savvy. Savvy parents know that Lands' End Kids is the one-stop [Smart Stop](#) for back-to-school. Lands' End today announced it has launched its largest assortment of on-trend, back-to-school clothing, uniforms and gear with extended sizes, clever features, better pricing and the return of A+ favorites.



"At Lands' End Kids, we make it easy to be a smart shopper with just about everything kids of all ages and sizes need for back to school. From head to toe, backpacks to lunch boxes, we have styles to suit every taste and durability to satisfy every parent," says Todd Christiansen, divisional merchandise manager, Lands' End Kids. "We design our clothing and gear to not only last, wash after wash, playground visit to pick-up soccer game, but we offer the latest trends and styles too. Plus with features such as a virtually indestructible Iron Knee®, mix-and-match options and tagless tags, we help parents make smart choices that will last from the first day of school and quite possibly into the next school year."

High Marks for Knit Kit™

Lands' End designers sharpened their pencils to design this season's [Knit Kit](#) collection for girls at an amazing value. "What's great about the Knit Kit collection is that with just a few pieces, girls can mix and match solids, patterns and prints within a color story to extend their outfitting options. It's a smart option for comfort and flexible style so girls can get ready in a minute," said Liz Pierce, vice president of design, Lands' End Kids.

Each item is incredibly soft and made to last. The fabric is 95 percent cotton with a touch of spandex to make the colors pop while ensuring the adorable tops, bottoms and dresses bounce back after each wash.

Leggings pair easily with just the right length legging tops. Long-sleeve curved hem knit tees look great with new knit skorts featuring shorts underneath. Legging tops start at \$23 and leggings at \$14.50. A variety of dress silhouettes including A-line, twirl and fit and flare give girls options to wear them on their own or with leggings. Dresses are priced from \$27-\$32. Look for two key Knit Kit "stories" - Multi Floral with dark navy and turquoise colors plus Collegiate Hearts with navy, pink and pops of yellow.

Simply Genius! Iron Knee® Pants

"Smart back-to-school shoppers know that quality matters. Iron Knee pants have set the bar for quality bottoms that will save parents money with their durability. They're most likely to be outgrown before they're outworn," said Pierce.

Iron Knee pants feature a virtually hidden reinforced knee that can handle what boys and girls dish out. A thin membrane of strong, soft fabric is fused to the inside of the knee and sewn into the side seams for extra staying power. Look for Iron Knee in cargo pants, jeans, cadet pants, a new jogger style and more. For girls, select styles of chino pants feature Iron Knee, making them a solid option for school uniform and dress code schools.

Go-To Graphic Tees Express Smart Style

From cute creatures to science and space themes, girls and boys love Lands' End graphic tees. These "statement" pieces allow kids to express their personality and are the go-to choice for layering under full-zips such as the cozy sherpa hoodie. This season's styles feature embellishments such as sequins, metallic, glow-in-the-dark, beads and more. For girls, look for constellation and space themes as well as adorable animals such as a hedgehog, fox, horse and birds, \$17.50-\$28. For boys, look for dinosaurs, space, animal and conservation themes, \$15.50-\$27.50.

For a complete and comfortable outfit, graphic tees pair well with new joggers for girls and boys. New French terry joggers for girls are available in heather and printed, with an easy elastic waistband and ankles. Boys who seek comfort will gravitate to pull-on knit cargo joggers. Available in space dye, camo and classic navy, these boys' bottoms pair easily with just about any top.

Customers Asked, Lands' End Answered

"Why mess with perfection?" Lands' End customers asked and the designers answered. Back this season are girls' yoga pants and the sherpa hoodie in a classic silhouette starting at \$37. Boys also have a new and improved sherpa hoodie with a full sherpa fleece lining, kangaroo pockets and full-zip front, also starting at \$37.

Start Off on the "Smart" Foot

Lands' End has re-envisioned its footwear collection for girls and boys with soft yet durable soles and easy fits at great prices. Many of the styles in girls' footwear coordinate back to the Knit Kit and graphic tees. New Molly Riding Boots are a comfortable option with a cotton lining and microbial finish to easily throw on with casual cool dresses. For boys, laces are optional with slip on Oxford shoes, Chukka boots and Trekker shoes.

Top-of-The-Class School Uniforms and Dress Code

[Lands' End School](#) earns top marks year after year for its innovative items with smart features such as wrinkle and stain resistance, easy care and easy wear. Whether for dress code or uniform programs, Lands' End leads with best-in-class fabrics, great fit, style, school logo embroidery and legendary customer service. Each item is designed to take students from the first day of school to the last - and quite possibly into the next year.

The innovation continues this year with a new Advantage Chino Collection of lightweight pants for warmer climes, plus shorts and skorts for girls. Rapid Dri active polos feature advanced moisture wicking and UPF 50. For girls, look for knit plaid jumpers, specialty polos with ruffle placket and ruffle collars, pull on ponté pants and a French terry peacoat style jacket that's just \$38. New French terry activewear is super soft and wicks away moisture. New Camp Shake Dri cargo shorts for boys "shake dry" with a water-repellent finish.

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 trusted 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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