

LANDS'END

June 9, 2017

The Best On The Beach Lands' End Sweeps

Enter now for a chance to win a luxurious trip to Scrub Island Resort, Spa & Marina in the British Virgin Islands

DODGEVILLE, Wis., June 9, 2017 /PRNewswire/ -- Every flattering swimsuit deserves its time in the sun. Now, with a chance to win a trip for two to the luxurious Scrub Island Resort, Spa & Marina, there's even more reason to find that flattering Lands' End swimsuit that suits you. Lands' End, in partnership with the British Virgin Islands Tourism Board, is excited to host the Best on the Beach Sweeps.



"We are thrilled to team up with the British Virgin Islands Tourism Board to offer an ideal dream vacation that provides the perfect beach getaway and captures the spirit of adventure to one lucky winner and their guest," said Becky Gebhardt, EVP, Chief Marketing Officer, Lands' End. "The opportunity to celebrate swim season and provide a chance to travel to an exotic private island in the British Virgin Islands is an experience of a lifetime."

Win a Postcard-Perfect Vacation

Picture it: sun-lit, sugar-sand beaches, turquoise and deep-navy blue waters, pops of pink tropical flowers and accommodations fit for royalty. One lucky winner will receive roundtrip airfare for two, 8-day and 7-night accommodations at the beautiful Scrub Island Resort, select meals, a \$350 Ixora Spa gift card, a two-hour flexboat rental and a \$350 Lands' End gift card, valued in total at \$6,600. Enter now through June 15, 2017, for a chance to win at www.landsend.com/beachsweeps. The sweeps is open to U.S. and Canadian residents (excluding Quebec), ages 18 and older.

Paradise, Only Better

Scrub Island Resort, Spa & Marina is a 230-acre private-island haven, tucked into a picturesque rugged cliff overlooking the Atlantic Ocean, Caribbean Sea and surrounding islands. Located just off the east end of Tortola, every view is an ocean view.

"We are honored to partner with such an established and exclusive brand like Lands' End that speaks directly to the BVI traveler and we also share their passion for extraordinary service and quality," said Director of Tourism Sharon Flax-Brutus at the British Virgin Islands Tourist Board. "We can't wait to share the pristine beaches, endless amounts of outdoor adventure and one-of-a-kind travel experiences with the sweepstakes winner."

What to Wear?

Lands' End swimwear of course! From Beach Living® Separates to Slender Suits®, Lands' End designs swimwear to fit & flatter everyone. With nine complete swimwear collections to choose from, there's hundreds of styles with varying levels of coverage in women's regular, petite and plus size options. From the feminine detailing in the Sea & Sky and Costa D'Oro collections to athletic styles in the LE Sport and AquaSport collections, women have more options in form and function at Lands' End. And, guys have plenty of options too with UPF 50 swim tees to stay safe in the sun, along with swim board shorts in several lengths in bold, bright prints and patterns.

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.

URLs: www.landsend.com/newsroom
www.landsend.com/beachsweeps
www.scrubisland.com

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