

# LANDS'END

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## Play All Day in Lands' End Kids' Swimwear

### Stock Up During the Memorial Day Sale Event

DODGEVILLE, Wis., May 26, 2017 /PRNewswire/ -- Get ready for sun-soaked summer adventures with Lands' End's new kids' swim collection. Suited to keep kids playing all day, the collection includes fun yet functional swimsuits, trunks of all sorts, fast-draining water shoes, monogram-ready beach towels, coordinating cover-ups and totes to carry it all. Shop now with Memorial Day savings for 50% off regularly priced swimwear, totes, beach towels and water shoes.



### Summer Made Better

The entire [Lands' End Kids' swim](#) collection features UPF 50 sun protection and leading fabric technology that make each suit durable for the action-filled lives of children - whether it's a backyard playdate or beachside getaway.

This quality, combined with style and details, sets Lands' End suits apart from the rest. Girls will enjoy the smart, tugless fits that keep straps from sliding down and bottoms from riding up. Boys' board shorts and swim trunks feature comfy mesh liners and soft internal drawstrings for a great fit without chafing. Lands' End Kids' Swim is unconditionally Guaranteed. Period.®

"We have not one, but two target customers when building kids' swim - moms and kids. We work hard to develop quality swimwear with sun safety that moms will love with the style and comfort kids want," said Todd Christiansen, divisional merchandising manager of kids' merchandise at Lands' End. "With that in mind, we created a line of fun and playful swim that will stand up to kids' non-stop summer activities."

### Where Every Kid Fits In™

Kids come in all ages, shapes and sizes, so Lands' End makes absolutely sure they're always confident and comfortable in their own skin as they grow. Kids' swim is available from 2T to 20, Slim, Plus and Husky, to ensure children are suited to make the most of summer.

### Play in Style

Stylish summer days are ahead with the girls' fun and fruity Lush Tropics and cheery rainbow Smart Swim™ collections. Super-practical two-piece styles allow for an easy on and off, yet cover her like a one-piece available in favorite tankini and brand new ruffle trimmed silhouettes. Smart Swim™ girls' suits are designed with kid-friendly styling including tugless comfort, front lining for added modesty and chlorine-resistant fabric, in bright colorblocking and rainbow printed patterns.

For style he can move in, boys' trunks feature an updated inseam providing comfort with just the right amount of coverage. The durable, soft, quick-dry swim trunks are available in bright primary colors, classic neutrals and adventure-inspired patterns. Coordinating rash guards are perfect for all day play with the UPF 50 protection keeping him safe until the sun sets.

### **Sun Smart Until the Sun Sets**

Recommended by the Skin Cancer Foundation as an effective UV protectant, Lands' End [UPF 50 rash guards](#) are one of the most versatile and sun-sensible pieces for summer. The boys' collection features rash guards in bold colors including bright hues of green and orange, colorblocked red and blue, and graphic designs that will rank among his new favorites for summer. Girls will love the nautical stripes, bright rainbow colors and tropical prints in a variety of sun-safe silhouettes. They're an incredible value, starting at \$19.50.

Shop the full collection at [Landsend.com/kids](http://Landsend.com/kids).

### **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](http://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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