

LANDS'END

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Feed The Shark Week Frenzy With Oceans Of Items From Lands' End Kids

DODGEVILLE, Wis., July 26, 2017 /PRNewswire/ -- Sharks: they're fascinating, thrilling and are providing hours of education and entertainment during Shark Week. Now, even the littlest of shark fans can continue to celebrate these amazing creatures long after Shark Week ends with shark-themed backpacks, tops, bottoms, swimwear and even flip flops.



"Sharks are at the top of the food chain not only in the ocean, but at Lands' End Kids - that's why they're featured throughout our entire summer kids' collection," says Liz Pierce, vice president of design, Lands' End Kids. "We know that when kids see those captivating creatures on TV, at school or read about them, they want to join in the fun."

Here are some standout shark items to hunt up at Landsend.com:

Eat Up School Books: Lands' End Shark Critter Backpack (\$29) and Lunchbox (\$24)

Walk on the wild side with the Shark Critter Backpack that's the perfect size for little ones. The three-dimensional shark fins bump up the cuteness quotient. Dense foam padded shoulder straps make for comfortable carrying while a super strong 600-denier polyester cloth and 1200-denier reinforced base help it stand up to moments when kids might treat their critter sack like a stuffed toy. Long-lasting reverse sewn zippers make it easy to gobble up books and more. Personalize it for \$6.

Swim With Sharks: Rash Guards and Swim Trunks

Stave off the sun with graphic shark rash guards (on sale \$10.99 - \$13.99) and printed shark swim trunks (on sale \$9.99 - \$21.99). Made from quick-dry fabrics with UPF 50 sun protection that make it easy for girls and boys to play by the pool or beach. Look for the Hammerhead Rash Guard or the striking Vivid Orange Sharks Swim Trunks with blue sharks swimming across an orange background.

Velour "Shark Skin:" Kids' Surprise Velour Beach Towel

Generously sized, kids can sprawl out on or wrap up in a Shark Wave colorful design. It's printed with photochromic ink, so an invisible pattern becomes visible when exposed to UV energy or sunlight. Rated UPF 50 for excellent UV protection.

Flip Flop Fantastic!

Deep sea sharks dance across the footbed of our Kids' Printed Flip Flops that just so happen to coordinate with swimwear, \$19.

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: landsend.com/kids; landsend.com/newsroom/



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