

# LANDS'END

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## Hippity, Hoppity, Lands' End Easter Totes are Here!

DODGEVILLE, Wis., March 24, 2017 /PRNewswire/ -- Those in search of a "better basket" to fill with colorful eggs, chocolate bunnies and jelly beans will love Lands' End's keepsake Easter Tote collection. From happy bunnies to camouflaged eggs, the popular Easter Totes feature new designs and features this season that every little egg collector will appreciate.



"When we created the Lands' End Easter Tote collection, our goal was to truly create a better alternative to an Easter basket that would become a treasured holiday keepsake," said Kassana Holden, senior designer, Lands' End. "The Easter Totes from Lands' End are sure to become family classics that inspire memories year after year."

Made from the same 100% cotton canvas as the company's legendary Canvas Totes, the Easter collection now has an expandable cinch sack opening, keeping eggs and candy secure. The wide, round opening makes it easy for kids to gather plenty of eggs. Each tote is \$25 and can be personalized with a monogrammed name for just \$6. The personalized baskets make great gifts and are a colorful holiday decoration.

### Eggs-traordinary New Designs

The Easter Basket Tote designs offer something for all eager egg collectors: Polka Dot Eggs, Eggspert, Peekaboo Bunny, Rainbowdoodle and Egg Man Parachuter. Each coordinates back to the Lands' End Kids' apparel collection and is sure to stand out among the many Easter baskets in the crowd. The "Egg Man Parachuter" has been with Lands' End's Kids since the spring of 2015 and continues to embark on new adventures every year.

The full assortment of totes is available at [www.landsend.com](http://www.landsend.com).

### 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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