

The Lands' End Do-It-All Diaper Bag Returns As The Carryall

Plus, introducing the On-The-Go Diaper Clutch, designed for quicker outings

DODGEVILLE, Wis., Aug. 22, 2017 /PRNewswire/ -- Sometimes, little packages like babies come with a lot of baggage. For years, the Lands' End Do-It-All Diaper Bag topped the list to help moms, dads and families effortlessly tote what babies need while away from home. Now, Lands' End introduces an improved diaper bag with all the favorite features customers loved in the Do-It-All, but with updated styling. Parents and family, meet the new Carryall Diaper Bag and the On-The-Go Diaper Clutch, available now at Landsend.com.



"Our customers kept asking us to bring back the Do-It-All Diaper Bag. We've done so and then some with the updated styling of our new Carryall Diaper Bag," says Todd Christiansen, divisional merchandise manager, Lands' End Kids. "With the new Carryall Diaper Bag we've introduced something even better - more features, style and functionality."

Lightweight, durable and filled with smart features and pockets, the Carryall Diaper Bag is a smart and sophisticated diaper bag solution. It's made from tough basketweave nylon and polyester with a removable webbed strap that is designed to loop around a stroller handle. A generous main compartment holds a folding changing mat while exterior mesh pockets hold bottles.

Two exterior snap-closure pockets make for the perfect place to stash snacks and smaller items while two, velcro-close side pockets make it easy to quickly stow baby books and toys. Interior mesh pockets help keep things like diapers and wipes organized.

A Carryall for All!

While kids will outgrow the need for a diaper bag, the Carryall won't outgrow a family. The Carryall Diaper Bag is available in a classic black for \$65 and a sophisticated printed Deep Sea Medallion and Light Gray Medallion for \$70. Its classic styling and prints make it functional beyond baby years as a work bag, for toting items to and from the gym, travel and many other carry-all uses. Each can be monogrammed or embroidered for just \$6 in colorful or subtle thread colors.

Clutching On To Convenience: The On-The-Go Diaper Clutch

Sometimes quick outings call for a more compact diaper-carrying solution. For just such instances, Lands' End introduces the On-The-Go Diaper Clutch, \$25. Made from the same durable basketweave nylon and polyester as the Carryall Diaper

Bag, it combines a changing mat and a diaper carrier in one compact, foldable clutch. It features storage pockets including an exterior zip pocket and an interior hook and loop closure pockets.

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/

LANDS' END

View original content with multimedia: <http://www.prnewswire.com/news-releases/the-lands-end-do-it-all-diaper-bag-returns-as-the-carryall-300507393.html>

SOURCE Lands' End, Inc.

News Provided by Acquire Media