

LANDS'END

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Lands' End ClassMate® Backpacks Earn The Good Housekeeping Seal

Top marks go to a standout collection of backpacks from the Back-to-School Headquarters at Lands' End

DODGEVILLE, Wis., Aug. 17, 2017 /PRNewswire/ -- They're tough, they're smart and now they've earned the Good Housekeeping Seal. Lands' End, Inc. today announced the company's outstanding ClassMate® backpacks, including the ClassMate TechPack, have been granted the Good Housekeeping Seal.



"The Good Housekeeping Seal from the Good Housekeeping Institute is highly respected," says Liz Pierce, vice president of design, Lands' End Kids. "Each season, our design team focuses on building the best assortment of backpacks that are durable for students of all ages and sizes with rip-resistant fabrics, strong seams and extra padding for comfort. While our homework is never done, we are honored that our ClassMate backpacks have been recognized with this venerable Seal."

Good Housekeeping Institute Evaluates

The Good Housekeeping Institute's state-of-the-art labs are staffed by top engineers, scientists and technology experts who test and evaluate thousands of consumer products each year; the Good Housekeeping Seal and the Green Good Housekeeping Seal are among the most recognized and trusted consumer icons in the world today. Lands' End ClassMate backpacks were submitted to the Good Housekeeping Institute for review. After a thorough review of product performance, as well as packaging and marketing claims, the GH Institute Textiles Lab granted the ClassMate backpack collection the GH Seal.

"The GH Textiles Lab evaluations found the ClassMate backpacks to be well made, the materials to be durable and we were impressed with the safety, comfort, performance and convenience features offered," says Lexie Sachs, Good Housekeeping Textiles Director. "They include everything from laptop protection to wheeled portability with a wide range of products suitable for all ages."

A ClassMate For Every Kid

Kid-friendly features, a modern silhouette, size options and style - Lands' End packs it all in the [ClassMate](#) collection. ClassMate backpacks are made from durable, 600-denier polyester with a water-repellent finish. A 1200-denier polyester base offers double the durability so it holds strong no matter how many times it's tossed, thrown, hurled or flung. Other best-in-class features include reflective trim, convenient loops for clipping on a lunch box or other accessories, sturdy grab handles, padded shoulder straps plus smart interior and exterior pockets. Available in sizes from small to extra large to fit every kid. Prices start at \$34 for small sizes, \$59 for extra large.

TechPack Takes Top Marks Too

Tablets, tech gear or laptop, the new [ClassMate TechPack](#) makes toting technology much easier, holding up to a 17" laptop (extra large size). Interior pockets and three reverse-sewn zippered compartments keep things tidy and organized, \$45-\$55.

Personalized Packs

Lands' End offers endless options to personalize kid's packs with over 15 monograms and 25 embroidery styles - only \$6 per personalization. Check out all the options at 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 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.

About Good Housekeeping

Celebrating 132 years, *Good Housekeeping* (goodhousekeeping.com) is a leading lifestyle media brand inspiring a monthly audience of 30+ million readers to discover genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The *Good Housekeeping* Institute's state-of-the-art labs combined with *Good Housekeeping's* seasoned editorial talent is unparalleled. Staffed by top engineers, scientists and technology experts, the Good Housekeeping, which also has five international editions, is published by Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media, information and services companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation, and reaches 79.5 million readers and 68 million unique site visitors each month (comScore). Follow *Good Housekeeping* on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and on the [Inside the Institute](#) blog. Follow Jane Francisco on [Twitter](#) and [Instagram](#).

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



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