

Shopping Online for a Swimsuit

When shopping for a swimsuit online at landsend.com, women will find the greatest assortment of swimsuit styles, sizes and resources available at their fingertips anytime of the day or night.

“Women are shopping online at landsend.com for swimsuits more than ever before,” said Erin McCormick, swimwear merchandise manager, Lands’ End. “On the website, women can find the largest selection of styles and sizes – ranging from petite and plus sizes to regular and long torso sizing. We also have a collection of mastectomy swimwear, all available at landsend.com.”

When shopping for a swimsuit online at landsend.com, women will not only discover hundreds of swim styles and sizing options but they can also take advantage of the many swimsuit shopping tools including:

- **Swim Fit Expert Text Chat** – Lands’ End is known for legendary customer service and this same service can be found online. A helpful Customer Care Specialist is always just a click or call away. Questions can be answered immediately through the text chat available on landsend.com.
- **Swim Resource Guide** – Swimsuit shoppers will find so many great resources in the Swim Resource Guide on landsend.com which helps women get the right FIT, SIZE and STYLE in a swimsuit.
 - Find a guide to swim bra styles
 - Learn how to measure to find the perfect swimsuit
 - Discover swimsuit size guides
- **Shop By “Fit Solutions”** – Women are able to shop by “fit solutions” at landsend.com to discover the best fitting, most flattering swimsuits to fit their needs including:
 - Flatten Tummy, Slim Hips, Conceal Thighs, Elongate Legs, Enhance Bust, Minimize Bust

Lands’ End has been offering merchandise, including an extensive line of swimsuits, online since 1995.