

LANDS' END

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Lands' End Introduces Exclusive Shape & Enhance Swimwear Innovation *Breakthrough Technology Offers Various Levels of Targeted Shaping*

DODGEVILLE, Wis., March 6, 2013 -- Lands' End introduces an exclusive new swimwear technology that knits varying levels of tension control into the lining of [Shape & Enhance](#) swimsuits. This breakthrough in swimwear is accomplished through a body mapping process that targets the areas women most want to smooth, while still offering comfort and freedom of movement. The Shape & Enhance collection features silhouettes in one-pieces, tankini tops and a choice of skirted or bikini bottoms, and is currently available at www.landsend.com.

"The Lands' End Shape & Enhance collection is not about completely transforming a woman's figure, but rather provides a little extra help to achieve a flattering swimsuit appearance," said Erin McCormick, swimwear merchandise manager, Lands' End. "Women will not only look beautiful and confident in this innovative swimsuit assortment, but they will also be more comfortable and have a range of movement and freedom not always associated with shaping swimwear."

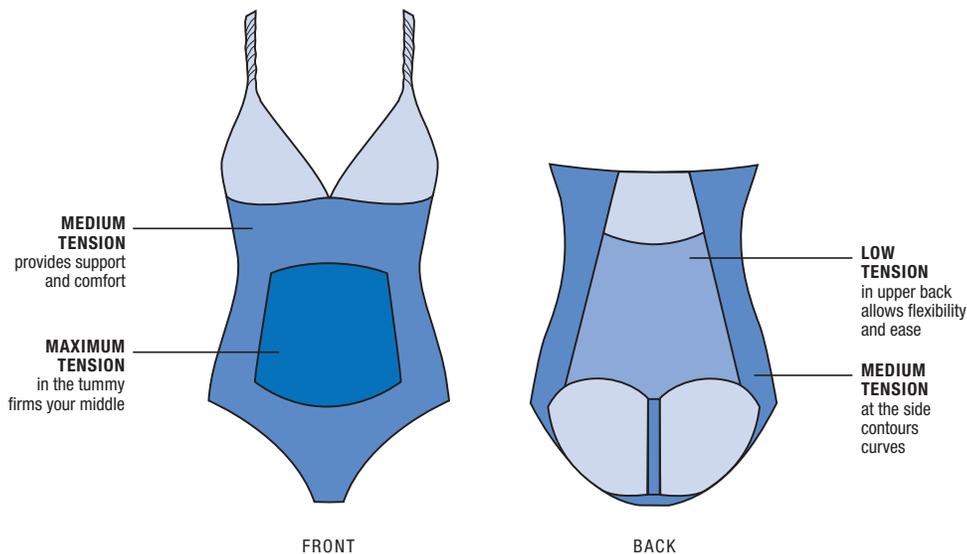
Path to Perfection

For more than two years, the swimwear design team has worked diligently to perfect the targeted tension control found in the Lands' End Shape & Enhance swimwear collection. The inspiration to develop the new swim shaping technology came from today's high-tech athletic wear that offers body mapping performance properties. Lands' End's swimwear designers were determined to bring this same level of innovation to swimsuits.

The path to perfecting the Shape & Enhance swim collection included multiple design attempts and dozens of swimsuit prototypes, and as with all Lands' End swimsuits, fit models were called in to wear test and provide intricate feedback. Today, the Shape & Enhance collection is exactly what the Lands' End swimwear design team sought to achieve: a beautiful array of swimsuits featuring the exclusive shaping and enhancing that offers women targeted control while preserving freedom of movement.

SHAPE & ENHANCE

by LANDS' END®



Shape & Enhance Swimsuit Collection

There are a variety of options in the Lands' End Shape & Enhance swimsuit collection. Each swimsuit features low tension control at the upper back area, medium tension control at the bustline and hip areas, and maximum tension control at the tummy.

“This collection is not about completely transforming your figure, but rather providing a little extra help to achieve your most flattering swimsuit appearance,” said McCormick.

This season, the collection is beautifully designed in rich solids and patterns. Highlights include:

- [Shape & Enhance Scoop Neck One-Piece \(\\$169.00\)](#) – This elegant swimsuit silhouette is designed to contour, not confine. The removable fabric belt adds a unique look to help define the waist, while adjustable straps customize the fit. Available in Shadow Dot Pattern in four colors – Graphite Navy, Oak Moss, Orchid Wine or Black.
- [Shape & Enhance Halter Tankini \(\\$84.00\)](#) and [Ultra High-Rise SwimMini \(\\$89.00\)](#) – This tankini top is made of a lightweight, breathable fabric that softly shapes and features all-over shirring to help disguise figure flaws. Pair with the Ultra High-Rise SwimMini™ to achieve targeted Shape & Enhance control to smooth where you want, plus flatter you from every angle. In Bright Cobalt Blue or Black.
- [Shape & Enhance Halter One-Piece \(\\$159.00\)](#) – Also featuring the exclusive Shape & Enhance technology (hidden on the inside) to target areas to refine or enhance. The deep V-neck and crisscross shirring accentuate the bust and creates elegant shaping. Available in Alpine Teal, Bright Cobalt Blue or Black.

- **[Shape & Enhance Floral Underwire Tankini Top \(\\$89.00\)](#) and **[Ultra High-Rise Swimsuit Bottoms \(\\$69.00\)](#)** – The shirring and plunging neckline of the tankini top helps to accentuate the bust while the underwire bra and removable cups provide support. The adjustable straps of this graphic floral print tankini top offer a better fit. Pair with the Ultra High-Rise Bottoms to achieve targeted Shape & Enhance control. Tankini top in Floral Pattern – Stone Gray, Alpine Teal, Orchid Wine or Cobalt. Bottoms available in Graphite Navy or Black.**

SHAPE & ENHANCE VIDEO:

<http://www.youtube.com/watch?v=b5nB3F0sSyY&list=UU4IPu3g3O9h8LAXJEzPnfJA&index=1>

About Lands' End

Lands' End is a classic American lifestyle brand with a passion for quality, legendary service, real value and a simple two-word promise to stand behind everything it sells: Guaranteed. Period.® Lands' End delivers timeless style for Men, Women, Kids and the Home at landsend.com, 1-800-800-5800, the Lands' End Shops at Sears and around the world. Lands' End is a proud member of the Sears Holdings Corporation (NASDAQ: SHLD).

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