

# LANDS' END

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URL: <http://www.landsend.com/>

### **LANDS' END ANNOUNCES SIGNIFICANT ADDITIONS TO EXECUTIVE TEAM**

*Joseph Boitano to serve as EVP, Chief Merchandising and Design Officer*

*Scott Hyatt to serve as EVP, Chief Supply Chain Officer*

**DODGEVILLE, Wis., June 9, 2015**—Lands' End today announced it will be adding two highly regarded retail veterans to its executive team led by newly appointed CEO Federica Marchionni.

Joseph Boitano brings more than 30 years of retail and wholesale experience to his role as executive vice president, chief merchandising and design officer and will lead all aspects of merchandising and design to embrace and further build upon Lands' End's rich heritage. Mr. Boitano will start on June 9, 2015, and report directly to Ms. Marchionni.

Boitano most recently served as group senior vice president and general merchandise manager for Saks Fifth Avenue for the past 15 years bringing a deep understanding of diverse customer segments, as well as geographic markets. While at Saks, he expanded the women's fashion offering, overseeing women's apparel designer, private label, diffusion lines and contemporary collections. In addition, Boitano oversaw omni-channel implementation, working closely with Saks Direct to create synergy between the direct and full-line business.

"I am thrilled to have Joe Boitano join Lands' End and help lead our merchandising and design strategy," said Federica Marchionni, CEO of Lands' End. "We look forward to utilizing his strong expertise and extensive experience in further developing our merchandising organization. We are focusing on creating compelling and relevant merchandise incorporating greater design and innovation to benefit our current loyal customers and embrace potential new ones."

Scott Hyatt will also be joining Lands' End as executive vice president, chief supply chain officer and will lead all aspects of the sourcing organization and will also be responsible for inventory planning and logistics. Mr. Hyatt will start on June 29, 2015, and report directly to Ms. Marchionni.

Hyatt brings more than 30 years of extensive retail and sourcing experience to this role, most recently serving as the senior vice president of manufacturing and chief sourcing officer for J.Crew Group for the past 17 years where he focused on developing global sourcing strategies, building a stronger vendor base and improving product quality by managing all technical services, including testing, compliance, technical design and fit.

“Scott Hyatt brings a wealth of knowledge and experience to our team,” said Ms. Marchionni. “His extensive career in the apparel industry along with a specialized background in global sourcing and product quality is extremely valuable. I am confident that his expertise will be a great asset to us as we adapt and optimize our sourcing and distribution strategy.”

On June 1, Lands' End also hired Ian Velardi as a design director. Velardi, who comes most recently from Bonobos, an online apparel company, has received many prestigious industry awards and has an extensive background as an American menswear designer.

**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 Inlet® 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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