

BRANDMODELS

LANDON

HAIR: BLONDE

EYES: BLUE

HEIGHT: -

INSEAM: -

WAIST: -

SHIRT: -

SUIT: -

SHOE: -







WHAT MAKES THERMOPLUME JACKETS GREAT?

SHOP THERMOPLUME JACKETS

Jackets with sleeves or vests



FUN & FANCY

PICTURE PERFECT STYLES

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August 5th | Fall 2016

back to school

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Autism, ADHD, Learning, and IADDS AND MORE

PROFESSIONAL PHOTOGRAPHY BY MARGARET STELLER

PROF. STYLING BY SUE LAMM

CONTRIBUTOR: STOPPING MATTER

nest

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smile

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LANDS' END KIDS

Your back to school SMART featuring the Backpack Headquarters

SEE WHAT'S NEW FOR SCHOOL!

- OVER 80 NEW COLORS AND PATTERNS in our best backpacks and lunch boxes. New toddler styles, too!
- YOU ASKED, WE ANSWERED. "Add the length back to cardigans and skirts!" Done. "Bring back the sherpa hoodies!" You got it. "Improve the fit!" We'll have even lowered prices.
- DON'T MISS OUR IT'S STILL SUMMER SALE. Save up to 60% on in-season favorites.

FREE SHIPPING EVERY DAY. \$20 MINIMUM | LANDS.END.COM/IDE

Because not all boys like wearing jeans, we built comfy, cool "casual pull-on pants. Bonus? Adjustable waists grow with him, and durable, reinforced Iron Knees keep up with him.

PULL-ON CARGOS
Easy-on, easy-off with plenty of fabric-outer waist.

IRON KNEE PULL-ON CARGO PANTS
Soft, cool cotton-canvas, 28" waist, adjustable waist for pull-on convenience.

Sizes:
 • Toddler: 47-50-51-52
 • Little Boy: Little Boy Size: 47-50-51-52
 • Big Boy: Big Boy Size: 47-50-51-52
 • Camel: 48-51-54-57
 • Little Boy: Little Boy Size: 48-51-54-57
 • Big Boy: Big Boy Size: 48-51-54-57

For the best deal on these pants, visit landsend.com/ironknee. While supplies last. Offer good on participating sites only. See store for details. © 2016 Lands' End, Inc. All rights reserved. Lands' End, the Iron Knee logo and the Lands' End logo are trademarks of Lands' End, Inc. All other marks are the property of their respective owners.

LANDS' END SMART

T30 NEW & IMPROVED STYLES!

ClassMates® backpacks for all sizes, pp. 4-9
 Soft yet strong Iron Knee® pants, pp. 52-59
 Easy, pull-on Iron Knee® pants, pp. 50-55
 Back to School Cool® collections, pp. 21, 29, 60-69
 Hot new hoodies and hats on back, pp. 10-19
 It's Still Summer! Sale! up to 60% off, pp. 10-17

EASY RETURNS ARE GUARANTEED. PERIOD.
 It's our forever promise! If you're not satisfied, return your purchase for an exchange or refund, even after you've included a store tag.

GUARANTEED. PERIOD.

FUN FACTS!
 • Find these and more fun through...
 • Full of interesting and informative facts about our kids products and services.

2 | 1.800.880.8882 | LANDS.END.COM

IRON KNEE PANTS

SHOP IRON KNEE PANTS



Sun-soaked adventures await.

Take the day off from the sun with our sun-soaked shirts and shorts. They're made of soft, breathable fabric and feature fun, colorful patterns. They'll keep your little one cool and comfortable all day long. And they'll be a hit with your little one's friends, too. Guaranteed. Period.™



NEW! LONG-SLEEVE SHIRTS
Soft, lightweight and breathable. Button-down collar, very soft fabric and smooth seams.
Spring Toddler 2T-4T, Little Boy 4-7
Boy 8-20, Boy 14-16, Boy 16-20

A. Whisker Collared
Toddler 4T-6T-PS2 \$30
Little Boy 4-7 \$32
Boy 4T-6T-PS2 \$32
Boy 8-20, Boy 14-16, Boy 16-20 \$35

B. Pupils Stripes
Toddler 4T-6T-PS2 \$30
Little Boy 4-7 \$32
Boy 4T-6T-PS2 \$32
Boy 8-20, Boy 14-16, Boy 16-20 \$35

C. Pupils Stripes
Toddler 4T-6T-PS2 \$30
Little Boy 4-7 \$32
Boy 4T-6T-PS2 \$32
Boy 8-20, Boy 14-16, Boy 16-20 \$35

D. NEW! BROW-KNEE CARGO PANTS
Inside adjustable waist for a great fit. Washed denim, durable 7 oz. twill.
Spring Toddler 2T-4T, Little Boy 4-7
Little Boy 8-10, Boy 8-20, Boy 14-16, Boy 16-20
Toddler 4T-6T-PS2 \$30
Little Boy, Little Boy 8-10, 4T-6T-PS2 \$32
Boy 8-20, Boy 14-16, Boy 16-20 \$35

E. NEW! BROW-KNEE CARGO PANTS
Inside adjustable waistband.
Cool, breathable, moisture-wicking fabric.
Spring Toddler 2T-4T, Little Boy 4-7
Little Boy 8-10, Boy 8-20, Boy 14-16, Boy 16-20
Toddler 4T-6T-PS2 \$30
Little Boy, Little Boy 8-10, 4T-6T-PS2 \$32
Boy 8-20, Boy 14-16, Boy 16-20 \$35

All styles 100% cotton.
Machine wash, imported.

IRON KNEE PANTS LANDSEND



KIDS' SUMMER SALE

The 15th week any year has back to school gear, but it's summer instead. We're giving 20% off. Plus, a limited-time offer of the season!

SHOP BOYS' SHORTS SHOP GIRLS' SHORTS SHOP TOWELS & MORE

SHOP BOYS' SHORTS

Guard on duty!

Our best gear for keeping those harmful rays at bay while still enjoying endless hours of fun in the sun - from just **\$19.50!** That's Guaranteed. Period.

NEW! SHORT SLEEVE MOCK
NECK COOL RASH GUARD
Stretchy polypropylene blend built for the water with moisture-wicking properties. Soft, see look and feel images!

A. SIZES
Toddler: \$39.74, REG \$37.50
Little Kid: \$39.99, REG \$37.50
Big Kid: \$39.99, REG \$37.50
Big Boy: \$39.99, REG \$37.50

B. GIRLS
Toddler: \$25.99, REG \$23.50
Little Kid: \$25.99, REG \$23.50
Big Kid: \$25.99, REG \$23.50
Big Boy: \$25.99, REG \$23.50

Swim that screams summer!

Start your summer fun season with our new swimwear collection. From classic stripes to bold colors, there's something for every style. And with our new swimwear, you'll be the coolest kid on the block!

BOYS' SHORTS
Toddler: \$19.99, REG \$19.99
Little Kid: \$19.99, REG \$19.99
Big Kid: \$19.99, REG \$19.99
Big Boy: \$19.99, REG \$19.99

GIRLS' SHORTS
Toddler: \$19.99, REG \$19.99
Little Kid: \$19.99, REG \$19.99
Big Kid: \$19.99, REG \$19.99
Big Boy: \$19.99, REG \$19.99



FamilyFun
GREAT MEMORIES START HERE

BACKPACK MODS THEY'LL BEG TO MAKE

EASY TRICKS TO FUN UP THEIR LUNCH

SCHOOL CHEER!

DRAW! SKATE! ROCK!
The coolest classes for kids

50 ideas to jump-start the year

0000150146162 2018 \$4.99



LANDS'END KIDS

dive into Spring!

58 NEW STYLES INSIDE!

SMART IN THE SUN & UNDER THE WATER
Our new gear has their backs even when sunblock doesn't. pp. 4-9, 36-41

DRESSED TO THE NINES
Our cool-kid outfits for kids, he likes. pp. 32-41

KNIT KIT™: THE PERFECT PUZZLE
Ages 6-11. Made to last. In 4 of all the mix and match. pp. 20-27

FREE SHIPPING EVERY DAY. \$50 MINIMUM. | LANDSEND.COM/KIDS

NEW! CAMP SHIRTS
100% cotton. Machine wash. Imported.
Sizing, see landand.com.

A. Palm	F. Plaid
Toddler: 43853-L77 527	Little Boy: 43955-L76 523
Little Boy: 43853-L75 529	Little Boy: 43955-L75 525
Boy: 43854-L73 529	Boy: 43956-L77 525
Boy/Missy: 43855-L72 532	Boy/Missy: 43958-L72 528



New Arrivals >

\$4.99 off top Tees >

SUN-SOAKED
adventures await!

TRIMMED FROM JUST \$9.50
This swimwear set is a wonderful gift for the little one who loves to spend his summer days with you! The signature of our trademarked swimwear.

NEW! 100% Cotton
Machine wash. Imported.



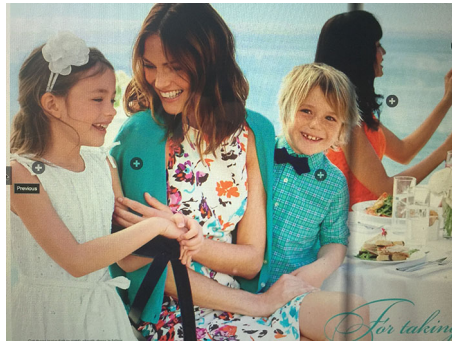
into the blue

HATTEN
A NEW WAY TO ENJOY THE COURSE

SURF'S UP ON GRAPHIC TEES
Available in **AM**
PATROL

EASTER'S ON ITS WAY







LOEWS LOVES KIDS



FUN & FANCY

Best dressed for the best time of year
in machine-washable styles.