

BRANDMODELS

LANDON

HAIR: BLONDE

EYES: BLUE

HEIGHT: -

INSEAM: -

WAIST: -

SHIRT: -

SUIT: -

SHOE: -

COMFY, STRONG
AND EASY TO PULL ON

SHOP BOYS'
IRON KNEE PANTS



Our new rib knit elastic waistband takes comfort to the max. And built with Iron Knees® so he'll outgrow before he outwears.







WHAT MAKES
THERMOPLUME
JACKETS GREAT?

SHOP THERMOPLUME JACKETS

Jackets with sleeves or vests



FUN & FANCY

PICTURE PERFECT STYLES

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August 5th - 11th 2016

back to school

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nest

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smile

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explore

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ON OUR COVER

Model: Addis
Linen: Addis
Jackets: Addis
Shirts: Addis
Ties: Addis
Shoes: Addis
Prop Styling: Addis
Styling: Addis

FAMILYFUNK.COM | @FAMILYFUN

AUG/SEPT 2016 | FamilyFun | 1

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 be even lower priced.
- DON'T MISS OUR IT'S STILL SUMMER SALE. Save up to 60% on in-season favorites.

FREE SHIPPING EVERY DAY. \$50 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 PANTS
Soft, yet strong. Iron Knee™ pants. 52-59". Easy, pull-on Iron Knee™ pants. pp. 28-35. Back to School Cool collections. pp. 21, 29, 60-69. Hot new shorts 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 washed a program.

QUARANTEED. PERIOD.

FUN FACTS!

- Find these and more fun through...
- Full of interesting and informative facts about our kids' products and services.

2 | 1.800.800.8882 | LANDS-END.COM

130 NEW & IMPROVED STYLES!

ClassMates® backpacks for all sizes. pp. 4-9. Soft yet strong Iron Knee™ pants. pp. 28-35. Easy, pull-on Iron Knee™ pants. pp. 28-35. Back to School Cool collections. pp. 21, 29, 60-69. Hot new shorts and hats on back. pp. 10-19. It's Still Summer Sale! Up to 60% off. pp. 10-17.

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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 cotton and feature fun, colorful prints. They're perfect for your next outdoor adventure. Available in sizes 4-10. Machine washable. Imported.

A. Whisker Collared
 Toddler: 47425-P22 \$30
 Little Boy: 47425-P22 \$32
 Boy: 47432-P22 \$32
 Boy-Hugy: 47428-P22 \$35

B. Pupils Stripes
 Toddler: 43027-P56 \$27
 Little Boy: 43027-P56 \$29
 Boy: 43027-P55 \$29
 Boy-Hugy: 43028-P52 \$32

C. Pupils Stripes
 Toddler: 47428-P52 \$30
 Little Boy: Little Boy Item
 43419-P52 \$32
 Boy: 43419-P52 \$32
 Boy-Hugy: 47418-P51 \$31

D. NEW! IRON KNEE! CARGO PANTS
 Inside adjustable waist for a great fit. Washed denim. Durable. 7-oz. twill.

E. NEW! SERBUCKER PANTS
 Inside adjustable waistband. Cool, breathable, moisture-wicking.

Spring: Toddler 2T-4T, Little Boy 4-7, Little Boy 8-10, Boy 8-20, Boy 20-40, Boy-Hugy 8-20, Toddler 2T-4T, Little Boy 4-7, Little Boy 8-10, Boy 8-20, Boy 20-40, Boy-Hugy 8-20, Toddler 2T-4T, Little Boy 4-7, Little Boy 8-10, Boy 8-20, Boy 20-40, Boy-Hugy 8-20, Toddler 2T-4T, Little Boy 4-7, Little Boy 8-10, Boy 8-20, Boy 20-40, Boy-Hugy 8-20, Toddler 2T-4T, Little Boy 4-7, Little Boy 8-10, Boy 8-20, Boy 20-40, Boy-Hugy 8-20



NEW! LONG-SLEEVE SHIRTS
 Soft, lightweight and breathable. Button-down collar, very soft feel and smooth seams.

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All styles 100% cotton. Machine wash. Imported.

IRON KNEE PANTS LAND'S END



KIDS' SUMMER SALE

The 15th anniversary sale has back to back 50% off on everything. And it's a double dividend: 50% off on 2012. Plus, 50% off on everything else in the store!

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
MOCK SQUAD RASH GUARD
 Stretchy polypropylene blend built for the water with UPF 50+ protection and moisture-wicking properties. Setting, see lookbook page 10.

A. SIZES
 Toddler: 43974-P99 \$17.50
 Little Kid: 43975-P99 \$19.50
 Big Kid: 43976-P99 \$19.50
 Big Kid: 43978-P99 \$22.50

B. GIRLS
 Toddler: 43558-P99 \$17.50
 Little Kid: 43559-P99 \$19.50
 Big Kid: 43560-P99 \$19.50
 Girl Plus: 43561-P99 \$22.50

Swim that screams summer!

Start your summer fun with our new swimwear. From the classic stripes to the bold colors, there's something for everyone. And it's all just \$19.50!

BOYS' SHORTS
 Toddler: 43974-P99 \$17.50
 Little Kid: 43975-P99 \$19.50
 Big Kid: 43976-P99 \$19.50
 Big Kid: 43978-P99 \$22.50

GIRLS' SHORTS
 Toddler: 43558-P99 \$17.50
 Little Kid: 43559-P99 \$19.50
 Big Kid: 43560-P99 \$19.50
 Girl Plus: 43561-P99 \$22.50



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

ISSUE 105 | SEPTEMBER 2012 | \$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 (and fronts) covered, even when sunbaked, drenched, pp. 4-9, 36-41

DRESSED TO THE NINES
 Our fall favorites for kids, in all the mix-and-match, pp. 32-41

KNIT KIT™: THE PERFECT PUZZLE
 Together with, made to last, by 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 48385-L77 527	Little Boy 439755-L76 525
Little Boy 48385-L75 529	Boy 439755-L77 525
Boy 48385-L73 529	Boy Husky 439754-L72 528



New Arrivals >

\$4.99 off top Tees >

SUN-SOAKED
adventures await!

TRIMMED FROM JUST \$19.50
Now only \$9.99. 100% cotton. Machine wash. Imported. Sizing, see landand.com. **NEW! 100% Cotton. Machine wash. Imported.**



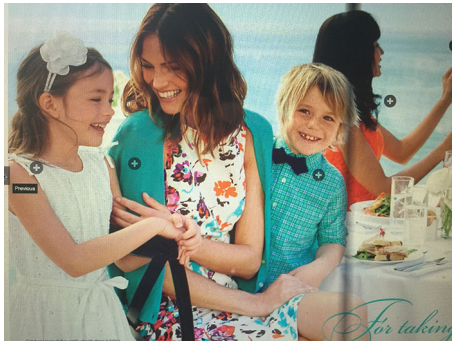
Flatten
IN THE GOLF THE COURSE

into the blue

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

EASTER'S ON ITS WAY







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