

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
without either way they're lightweight
without either way they're lightweight



**FUN &
FANCY**

[PICTURE PERFECT STYLES](#)



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AUGUST/SEPTEMBER 2016

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PHOTOGRAPHY BY
SABRINA HELAS
WARDROBE STYLING
BY HEATHER ROME
PROP STYLING BY
AMY LIPNIS
GROOMING BY
STEPHANIE WITTER

nest

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ON THE COVER: FRONT-LEFT: SHIRT BY GYMBOREE, PANTS BY PEEK-A-KIDS, SHOES BY SKETCHERS, HIS OWN HAT BY BILL JARONG, SHIRT AND PANTS BY APPARMAN, TEE BY GAP, SHOES BY GYMBOREE, MESSENGER BAG BY KEEN, SWEATER BY TOMI, TEE AND PANTS BY PEEK-A-KIDS, SHOES BY FLOSCHEIDA

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 skorts!" Done. "Bring back the sherpa hoodies!" You got it. "Improve the fit." Yes! We even lowered prices.
- **DON'T MISS OUR "IT'S STILL SUMMER" SALE.** Save up to 60% on in-season favorites.

FREE SHIPPING EVERY DAY, \$50 MINIMUM* | [LANDSEND.COM/KIDS](https://www.landsend.com/kids)

Because not all boys like wearing jeans, we built comfy, cool 'n 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 extra cargo space



**IRON KNEE®
PULL-ON CARGO PANTS**
Tough 8 oz. cotton twill, 3/4-elastic, adjustable waist for pull-on convenience.

E. Solid
Toddler 473493-819 \$33
Little Boy, Little Boy Slim 473494-814 \$35
Boy, Boy Slim 473496-815 \$35
Boy Husky 473498-816 \$38

F. Camo
Toddler 486214-810 \$38
Little Boy, Little Boy Slim 486215-816 \$40
Boy, Boy Slim 486217-817 \$40
Boy Husky 486219-818 \$43



IT'S BETTER WITH A MONOGRAM
We'll monogram your name or initials, just like. Take a look at landsend.com

Next

Get this look: (left) Baseball Tee, classic navy, 486165-813, p. 23; Socks, navy/lime/light stripe, 419164-815; Shoes, white, 492938-816; (right) Oxford Shirt, blue jay stripe, 471636-81X, p. 33; Chukka Boot, light beige, 489204-81A, p. 32

All styles: 100% cotton. Machine wash. Imported. See landsend.com for sizing info.





130 NEW & IMPROVED STYLES!

ClassMate® backpacks for all sizes, pp. 4-9
Soft yet strong Knit Kit®, pp. 52-59
Easy, pull-on Iron Knee® pants, pp. 24-25
Back To School Cool collections, pp. 23, 29, 62-65
Her fave boots and flats are back, pp. 38-39
It's Still Summer Sale! up to 60% off, pp. 40-47

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 added a monogram.

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Free Shipping to US and Canadian addresses every day on any order of \$50 or more of merchandise includes monogramming, gift boxes, gift cards, taxes and duties. Minimum purchase value applies to each ship-to address. 5-7 business day delivery to most addresses. \$5 Upgrade available to continental US eligible addresses only. Offer excludes Lands' End Business Outfitters purchases.

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FUN FACT!

Find these as you flip through – full of interesting and informative facts about our kids' products and services.

IRON KNEE PANTS

SHOP IRON KNEE PANTS



Durable denim in fits for every type of boy.

Iron Knees mean no matter what after-school shenanigans he gets into, he'll outgrow them before he outwears 'em! Now that's value parents will love. Guaranteed. Period.®



Get this look: Poplin Shirt, light bright cyan, 43072-811,
p. 23; Essential Tee, orange spox, 392712-819; Canvas Shoes,
white, 432935-818. All styles imported. lenndand.com

Next





Sun-soaked adventures await.

Make sure he's ready for them with our swim separates made to mix, match, love and last. Stretchy, quick-to-dry fabric won't sag when wet. Plus, the UPF 50 protection keeps him safe until the sun sets. Now that's a win, win, win!

Note: Rash guards are polyester/nylon/spandex blends. Swim trunks are 100% polyester with mesh lining. Machine wash. Imported. Sizing, see landsend.com

Get this look: Left) Colorblock Graphic Rash Guard, navy seas; Swim Trunk, limeade, 476818-P56; (right) Colorblock Graphic Rash Guard, surfer; Printed Swim Trunk, sea spray stripes. All styles imported. landsend.com

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navy seas colorblock graphic rash guard, \$25, 476706-P52

white solid rash guard, \$25, 471027-P52

electric blue colorblock rash guard, \$25, 476811-P58



navy seas solid swim trunks, \$19.50, 476820-P57

limeade green alligator swim trunks, \$22, 476795-P52

electric blue shark camo printed swim trunks, \$25, 476795-P52



surfer colorblock graphic rash guard, \$25, 476706-P52

black solid rash guard, \$19.50, 476795-P52

hammerhead graphic rash guard, \$25, 476706-P52

limeade green quilted stripe graphic swim trunks, \$25, 476706-P57



sea spray stripes printed swim trunks, \$25, 476795-P52

limeade green colorblock swim trunks, \$25, 476795-P52

limeade green diagonal colorblock swim trunks, \$25, 476795-P57

electric blue diagonal colorblock swim trunks, \$25, 476795-P57







Get this look: (left) Graphic Tee, my game, 478293-P53, p. 34; Pull-on Woven Shorts, rich papaya; Slip-on Shoes, medium quartz, 470882-P53; (right) Oxford Shirt, blue jay stripe, 471636-P58, p. 25; Graphic Tee, surf shark, 478293-P53, p. 35; Pull-on Camo Shorts, beetle camo print; Sneakers, navy, 470888-P56. All styles imported, landsend.com.

NEW! LONG-SLEEVE SHIRTS

Soft, lightweight and breathable. Button-down collar, stay-tucked tails and smooth seams.

Sizing: Toddler 2T-4T, Little Boy 4-7, Boy 8-20, Boy Husky 8-20.

A. Washed Oxford

Toddler 471635-P52 \$30
Little Boy 471636-P58 \$32
Boy 471637-P53 \$32
Boy Husky 471638-P59 \$35

B. Poplin Stripe Block

Boy 478667-P56 \$35

C. Poplin Spring

Toddler 430271-P54 \$27
Little Boy 430272-P5X \$29
Boy 430273-P55 \$29
Boy Husky 430274-P50 \$32

D. NEW! IRON KNEE® CADET PANTS

Inside adjustable waist for a great fit. Washed down, durable, 7 oz. twill.

Sizing: Toddler 2T-4T, Little Boy 4-7, Little Boy Slim 5-7, Boy 8-20, Boy Slim 8-16, Boy Husky 8-20.

Toddler 474238-P52 \$30

Little Boy, Little Boy Slim

474178-P57 \$32

Boy, Boy Slim 474179-P52 \$32

Boy Husky 474181-P53 \$35

E. NEW! SEERSUCKER PANTS

Inside adjustable waistband. Cool, breathable seersucker fabric.

Sizing: Toddler 2T-4T, Little Boy 4-7, Little Boy Slim 5-7, Boy 8-20, Boy Slim 8-16, Boy Husky 8-20.

Toddler 467850-P56 \$33

Little Boy, Little Boy Slim 467851-P51 \$35

Boy, Boy Slim 467853-P52 \$35

Boy Husky 467855-P53 \$38

All styles: 100% cotton.
Machine wash. Imported.

**IRON
KNEE
PANTS**
LANDS'END



KIDS' SUMMER
SALE

Our kids' quick-dry swim has built-in UPF 50 sun protection. And it's chlorine resistant. Shop sizes 2T to 20, Slim, Plus & Husky at our lowest prices of the season!

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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 SOLID RASH GUARDS
Stretchy nylon/spandex blend holds its shape when wet. Machine wash. Imported. Sizing, see landsend.com

A. BOYS'

- Toddler 439274-P55 \$17.50
- Little Boy 439281-P53 \$19.50
- Boy 439285-P55 \$19.50
- Boy Husky 439288-P51 \$22.50

B. GIRLS'

- Toddler 451578-P5X \$17.50
- Little Girl 451558-P50 \$19.50
- Girl, Girl Slim 451559-P56 \$19.50
- Girl Plus 451561-P57 \$22.50

Swim that screams summer!

NEW! We've updated the inseam length from 7" to 5", so your little guy will be comfortable with just the right amount of coverage all swim season long – from just **\$19.50!**

NEW! SWIM TRUNKS.
Durable, soft, quick-to-dry with UPF 50 sun protection. Full elastic waistband, drawcord, faux fly and back pocket with drainage hole. 100% polyester with mesh lining. Machine wash. Imported.

Toddler 2T-4T, Little Boy S-L,
Little Boy Slim S-L, Boy S-XL,
Boy Slim S-XL, Boy Husky M-XL

A. Side Stripe
Toddler 478750-PS7 \$17.50
Little Boy 478751-PS2 \$19.50
Boy, Boy Slim 478752-PS8 \$19.50
Boy Husky 482835-PS4 \$22.50

B. Volley Printed
Toddler 482698-PS0 \$27
Little Boy, Little Boy Slim
482699-PS4 \$29
Boy, Boy Slim 482700-PSX \$29
Boy Husky 482701-PS5 \$32



Get this look: Painted Stripe Bath Guard, design as pictured (top), 478753-PS8, g. 4); Volley Printed Swim Trunks, white multi-stripe, all styles imported, landsend.com



a. black a. electric blue a. ocean green a. dandelion a. dayfly orange



b. white surf print b. white multi-stripe b. white/teal sea life b. joyfly orange palms

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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

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LANDS'END KIDS

dive into
Spring!

58 NEW STYLES INSIDE!

SMART IN THE SUN & UNDER THE WATER

Our swim gear has their backs
even when sunblock doesn't.
pp. 4-19, 56-64

DRESSED TO THE NINES

Our fancy clothes
let kids be kids.
pp. 32-41

KNIT KIT™: THE PERFECT PUZZLE

Super soft, made to last,
best of all, she can mix
and match. pp. 20-27

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NEW! CAMP SHIRTS

100% cotton. Machine wash. Imported.
Sizing, see landsend.com

E. Printed

Toddler 483852-L77 \$27
Little Boy 483853-L72 \$29
Boy 483854-L78 \$29
Boy Husky 483855-L73 \$32

F. Plaid

Toddler 439753-L76 \$23
Little Boy 439754-L71 \$25
Boy 439755-L77 \$25
Boy Husky 439756-L72 \$28





New Arrivals ▶



\$4.99 and up Tees ▶

TRUNKS FROM JUST \$19.50
 NEW! We've updated the inseam length on these trunks from 7" to 5", so your little guy will be comfortable with just the right amount of coverage all swim season long.

BUY 3 OR MORE, SAVE \$5 EACH.

NEW! SWIM TRUNKS

Durable, soft, quick to dry, with UPF 50 sun protection. Full elastic waistband, drawcord, knee fly and back pocket with drainage hole. 100% polyester with mesh lining. Machine wash. Imported.

Toddler 2T-4T, Little Boy S-L, Little Boy Slim S-L, Boy S-XL, Boy Slim S-XL, Boy Husky M-XL.

- A. Side Stripe**
 Toddler 4T-5T, Little Boy S-L \$17.50
 Little Boy Slim S-L \$19.50
 Boy, Boy Slim 4T-5T \$19.50
 Boy Husky 4T-5T \$22.50
- B. Volley Pockets**
 Toddler 2T-4T \$17.50
 Little Boy S-L \$19.50
 Boy 4T-5T \$19.50
 Boy Husky 4T-5T \$22.50

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SUN-SOAKED adventures await!



Flattery IS PAR FOR THE COURSE
 when the trunk's girl truly "Made for You."

MADE FOR YOU
 Oldemark's "Made for You" line is designed to fit your child's unique style and personality. From classic to trendy, we have something for everyone. And with our "Made for You" guarantee, you can be sure your child will love their new outfit.

パピ顔負けの「きちんと服」で青紳びをしよう。
 本服は「きちんと服」の定番アイテム。夏は爽やかな印象を演出し、秋は落ち着いた印象を演出し、冬は暖かさを演出し、春は爽やかな印象を演出し、年中を通して活躍するアイテムです。

MADE FOR YOU
 Oldemark's "Made for You" line is designed to fit your child's unique style and personality. From classic to trendy, we have something for everyone. And with our "Made for You" guarantee, you can be sure your child will love their new outfit.

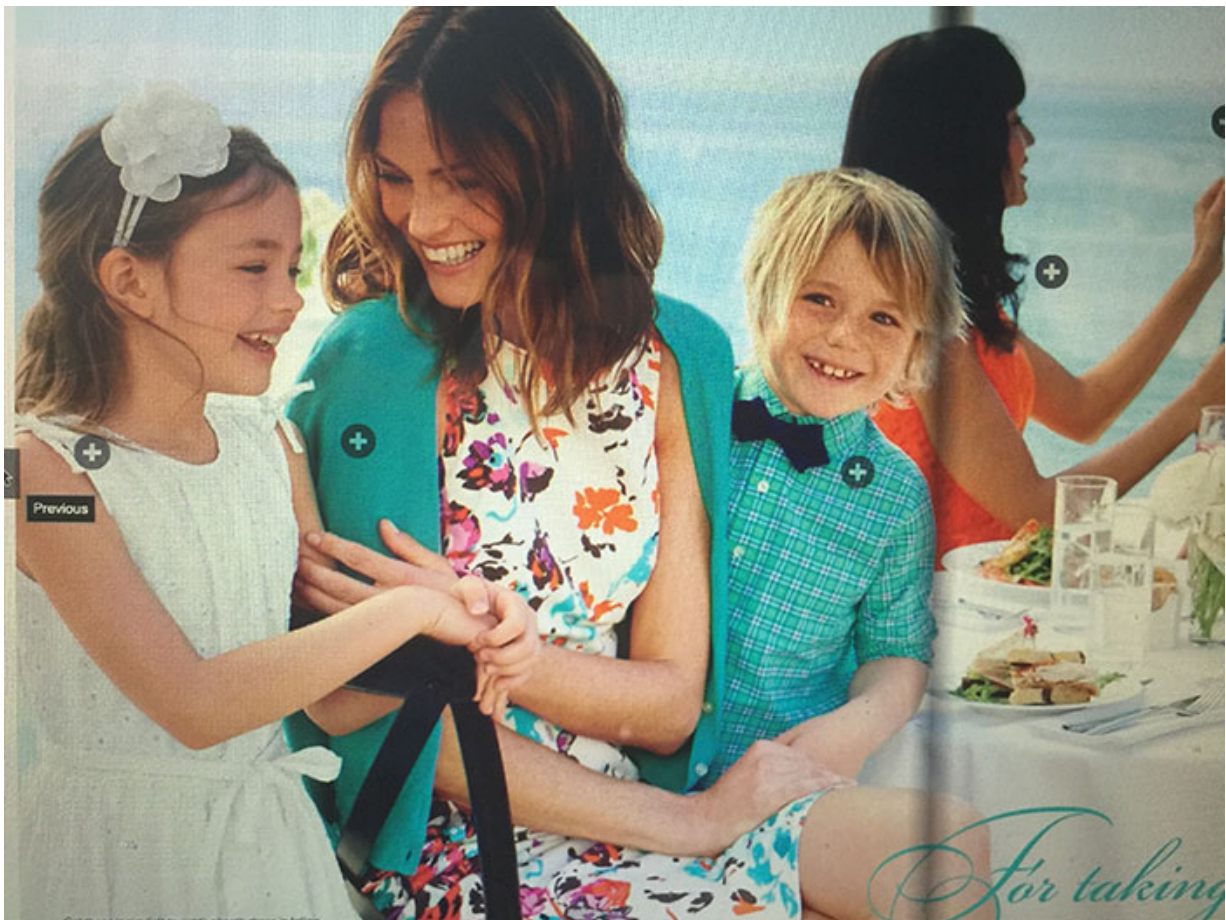
SURF'S UP ON GRAPHIC TEES
 SHOP THEM ALL

into the blue
 UPF 50. Quick-dry. Built to outlast the season.

SHOP SWIMWEAR

EASTER'S ON ITS WAY
 GET HOPPING













BYE-BYE, hibernation!

We ♥ these → Look for this symbol to find our favorites, including:

- SMART SWIM™:** the best value under the sun – from just \$25
- RASH GUARDS 'N TRUNKS:** made to play together & keep the rays at bay
- SUNDAY BEST:** our fancy clothes let kids be kids
- KNIT KIT™:** super soft, made to last, best of all, she can mix and match
- THE SHORT STOP:** the one-stop shop for shorts of all sorts
- SWEET SHOES:** made for blacktop, hot sand & even water

Spring is almost here ... we can feel it! Which means the kiddos will need brand new styles for their many outdoor adventures ahead.

Shop it all at landsend.com/kids & landsend.com/kids-spring-break.

We know kids come in all ages, shapes & sizes, so we make absolutely sure they're always confident and comfortable in their own skin as they come grow with us. That's what we mean when we say "Where every kid fits in."

P. S. If something doesn't fit or your kids don't absolutely love it, then send it back for an exchange or refund. **That's Guaranteed. Period.™**

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in machine-washable styles.



LOEWS LOVES KIDS