

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

contents

August 5th - 11th 2016

back to school

- 18 LEADER OF THE PACK Learn ways to make their bag best buddies.
- 22 MAKING HAPPY! Fun ways to get your child excited to start the year.
- 28 UNZIPPING IT OUT This week's findings in Black & White, boots, STEM skills.
- 32 PACKED WITH FUN Creative and fun ways to get your child excited to start the year.
- 38 (DRA)G! What's all the fuss about? We'll tell you why you need to get it right.
- 42 THE BIG REVEAL Kids won't be able to resist these watercolor creations.

IN EVERY ISSUE

- 2 Inclusion
- 8 Big fun
- 98 Last bite

ON OUR COVER

Autism, ADHD, Learning, and Technology

explore

- 45 I CHEW ON THEM! The benefits of sugar-free gum.
- 46 HEALTHY FAMILY! What's so healthy about, and why, for us?
- 62 DINNER! Don't! Creatively pack your child's lunch for school.
- 66 A SUPER DUPER ROOM! How to get a kid's room to be the best.
- 68 KID'S BEST FRIEND! The ultimate guide to finding your child's best friend.
- 70 MAKE LIFE EASIER! 10 hacks to make your life easier.
- 77 GLAM ON THE GO! How to get your child to school looking like a star.
- 80 GO FOR IT! The coolest robots which they could take.
- 82 BECK OUT YOUR BEAK! How to school supplies are for more than just school.

FAMILYTODAY.COM | @FAMILYFUN AUGUST 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.

- Soft, easy-care cotton twill, 34" waist, adjustable waist for pull-on convenience.
- Solid: \$49.99 (Kids) \$74.99 (Big Kid)
- Solid: \$49.99 (Kids) \$74.99 (Big Kid)
- Camo: \$49.99 (Kids) \$74.99 (Big Kid)
- Camo: \$49.99 (Kids) \$74.99 (Big Kid)

LANDS' END SMART

130 NEW & IMPROVED STYLES!

ClassMates® backpacks for all sizes, pp. 4-9. Soft yet strong Iron Knees® pants, pp. 52-59. It's easy, pull-on Iron Knees® pants, pp. 60-65. Back to School Cool® collections, pp. 71, 79, 66-69. New face books and life on back, pp. 80-82. It's Still Summer! Sale up to 60% off, pp. 90-97.

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 used a store card.

GUARANTEED. PERIOD.®

FUN FACT! Find these and more fun, interesting and informative facts about our kids' products and services.

2 | 1.800.800.8882 | 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 prints and colors. They'll keep your little one cool and comfortable all day long. And they'll be a hit with your parents, too. Guaranteed. Period.™



NEW! LONG-SLEEVE SHIRTS
Cool, lightweight and breathable. Button-down collar, very soft feel and smooth seams.
Spring: Toddler 27" at Little Boy 4-7
Boy 8-20, Boy 14-16, Boy 16-20

A. Whisker Collared
Toddler 47425-P52 \$30
Little Boy 47425-P52 \$32
Boy 47432-P52 \$32
Boy 47432-P52 \$32

B. Pupils Stripes
Toddler 47340-P56 \$35
Boy 47340-P56 \$35

C. Pupils Stripes
Toddler 430271-P56 \$37
Little Boy 430271-P56 \$39
Boy 430271-P56 \$39
Boy 430271-P56 \$39

D. NEW! IRON KNEE! CARGO PANTS
Inside adjustable waist for a great fit. Washed denim, durable 7" leg length.
Spring: Toddler 27" at Little Boy 4-7
Little Boy 4-7, Boy 8-20, Boy 8-16, Boy 16-20
Toddler 47428-P52 \$30
Little Boy 47428-P52 \$32
434179-P52 \$32
Boy 434179-P52 \$32
Boy 434179-P52 \$32

E. NEW! IRON KNEE! CARGO PANTS
Inside adjustable waistband.
Cool, breathable, non-irritant fabric.
Spring: Toddler 27" at Little Boy 4-7
Little Boy 4-7, Boy 8-20, Boy 8-16, Boy 16-20
Toddler 44700-P56 \$33
Little Boy 44700-P56 \$35
Boy 44700-P56 \$35
Boy 44700-P56 \$35

All styles 100% cotton.
Machine wash, imported.

IRON KNEE PANTS LANDSEND



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
NECK COOL RASH GUARD
 Shields kids from the sun's harmful rays. Machine washable. Soft touch. No itchy. No stinging. See how it works!

A. SIZES
 Toddler: \$39.74. PPD: \$17.50
 Little Kid: \$39.74. PPD: \$17.50
 Big Kid: \$39.74. PPD: \$17.50
 Big Toddler: \$39.74. PPD: \$17.50

B. GIRLS
 Toddler: \$39.74. PPD: \$17.50
 Little Kid: \$39.74. PPD: \$17.50
 Big Kid: \$39.74. PPD: \$17.50
 Big Toddler: \$39.74. PPD: \$17.50

Swim that screams summer!

Start your summer with a splash! Shop our new swimwear for boys and girls. From swim trunks to swim caps, we have everything you need to make your summer swimwear collection complete. All items are on sale for just \$19.50!

BOYS' SWIM TRUNKS
 Toddler: \$39.74. PPD: \$17.50
 Little Kid: \$39.74. PPD: \$17.50
 Big Kid: \$39.74. PPD: \$17.50
 Big Toddler: \$39.74. PPD: \$17.50

GIRLS' SWIM TRUNKS
 Toddler: \$39.74. PPD: \$17.50
 Little Kid: \$39.74. PPD: \$17.50
 Big Kid: \$39.74. PPD: \$17.50
 Big Toddler: \$39.74. PPD: \$17.50



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

0000150141610 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 even when sunblock doesn't. pp. 4-9, 26-31

DRESSED TO THE NINES
 Our fall favorites for kids, he likes. pp. 32-41

KNIT KIT™: THE PERFECT PUZZLE
 Together with, made to last. by 4 of all, she 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 523
Little Boy 48385-L75 529	Little Boy 439755-L75 525
Boy 48385-L73 529	Boy 439755-L77 525
Boy Husky 48385-L72 532	Boy Husky 439755-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. Sizing, see landand.com.**

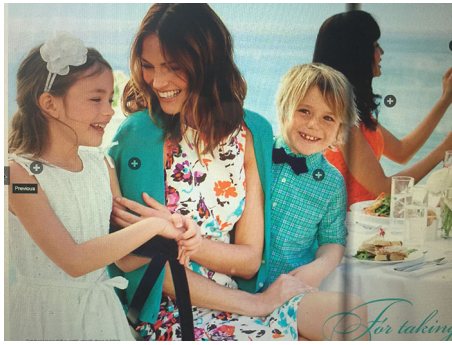
Flatten
IT'S THE WAY TO THE COURSE

into the blue

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.