

# 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**

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**nest**

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**explore**

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IN EVERY ISSUE

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ON OUR COVER

Style: Addis  
Lenses: Addis  
Jackets: Addis  
Hoodies: Addis  
Shirts: Addis  
Pants: Addis  
Shoes: Addis  
Accessories: Addis

PHOTOGRAPHY BY  
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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, stretchy fabric  
• Reinforced knees  
• Adjustable waist  
• Machine washable

• Solid  
• Lumber: 47340-819 530  
• Lime Bay: 47340-819 532  
• Blue Bay: 47340-819 533

• Solid  
• Lumber: 48214-819 530  
• Lime Bay: 48214-819 540  
• Blue Bay: 48214-819 542

LANDS' END SMART

**130 NEW & IMPROVED STYLES!**

ClassMates® backpacks for all sizes, pp. 4-9  
Soft yet strong Iron Knees® pants, pp. 52-59  
Easy, pull-on Iron Knees® pants, pp. 30-35  
Back to School Cool collections, pp. 21, 29, 60-69  
New face 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 used a store gift card.

**GUARANTEED. PERIOD.**

**FUN FACTS!**

- Find these and other fun facts, tips, and more in our new Fun Facts book.
- Get the latest on our new products and services.

2 | 1.800.800.8882 | LANDS-END.COM

**IRON KNEE PANTS**

SHOP IRON KNEE PANTS



**Durable denim in fits for every type of boy.**

Fun. Knees aren't the best for what after-school shenanigans the girls say, but they'll outgrow them before he outgrows 'em! New denim fits that parents will love. Guaranteed. Period.™



**Sun-soaked adventures await.**

Take the day off from the sun with our sun-soaked denim fits. They're made with soft, breathable fabrics that keep you cool and comfortable all day long. And they're made with durable denim that can handle anything you throw at it. New denim fits that parents will love. Guaranteed. Period.™



**NEW! LONG-SLEEVE SHIRTS**  
Cool, lightweight and breathable. Button-down collars, 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 Oxford**  
Toddler 47425-P52 \$30  
Little Boy 47425-P52 \$32  
Boy 47432-P52 \$32  
Boy 47432-P52 \$32

**B. Puppie Stripe**  
Toddler 47340-P56 \$35  
Boy 47340-P56 \$35

**C. Puppie Stripe**  
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, moisture-wicking.  
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**  
**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: \$39.74, REG. \$17.50  
 Little Kid: \$39.74, REG. \$17.50  
 Big Kid: \$39.74, REG. \$17.50  
 Big Toddler: \$39.74, REG. \$17.50

**B. GIRLS**  
 Toddler: \$25.98, REG. \$12.50  
 Little Kid: \$25.98, REG. \$12.50  
 Big Kid: \$25.98, REG. \$12.50  
 Girl Plus: \$25.98, REG. \$12.50

**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: \$39.74, REG. \$17.50  
 Little Kid: \$39.74, REG. \$17.50  
 Big Kid: \$39.74, REG. \$17.50  
 Big Toddler: \$39.74, REG. \$17.50

**GIRLS' SHORTS**  
 Toddler: \$25.98, REG. \$12.50  
 Little Kid: \$25.98, REG. \$12.50  
 Big Kid: \$25.98, REG. \$12.50  
 Girl Plus: \$25.98, REG. \$12.50



**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 even when sunbuck & does it! pp. 4-9, 26-41

**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](http://landand.com).

<b>A. Palm</b>	<b>F. Plaid</b>
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**  
These swim trunks are 100% cotton and made of soft, breathable fabric. They're also available in a variety of colors and patterns. See [landand.com](http://landand.com) for more details.

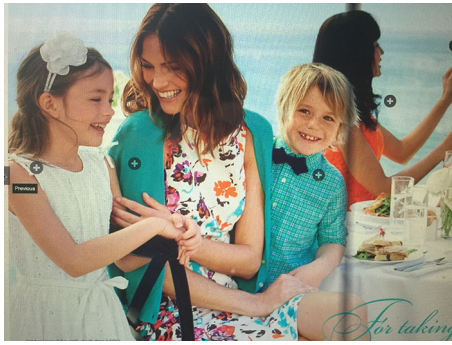
**Flatten**  
IT'S THE WAY  
THE COURSE

**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.