

LANDS' END SWIMWEAR HEADQUARTERS™ 2009

Welcome to the anti-anxiety zone.

Anti-Anxiety Zone: Perfect-fitting Swimsuits in Six Simple Steps

No one puts swimsuit shopping on their list of favorite leisure activities. The key to addressing anxiety zones is knowing how to find swimwear that both fits and flatters. Rather than spending hours online and in store fitting rooms, Barbara Wagner, women's general merchandise manager from Lands' End, believes with a few simple steps, women can make swimsuit shopping stress free and find a beautiful, great-fitting suit.

"With a little preparation beforehand and a better understanding of which styles and silhouettes will address anxiety zones, finding a flattering suit will be like a day at the beach." said Wagner.

Step 1: Take Measurements – It's easy to find the right size with proper measurements. A common mistake is not correctly taking measurements. Here's a guide from Lands' End:

- **Torso** – Run a tape measure down the back from where the shoulder meets the neck, through the legs and back up the front. (In other words, make a loop.)
- **Bust** – Measure the fullest part with the tape measure parallel to the floor.
- **Waist** – Measure at the smallest point.
- **Hips** – Stand with heels together and measure around the fullest part of hips, again, tape parallel to the floor.

Step 2: Find the Correct Size – With measurements in hand, find the correct size. Lands' End has sizes ranging from Regular, Plus and Petites to Long and Short Torso. Another tip, if between sizes, round down. Swimsuits will stretch.

Step 3: Identify Body Shape – Lands' End has made the swimwear body shapes the most identifiable icons of swimwear shopping, online, in catalog or in a store. Almost everyone can identify with the easy-to-follow shape definitions:

- **Triangle** – Hips are wider than shoulders and/or bust
- **Inverted Triangle** – Shoulders and/or bust are wider than hips
- **Rectangle** – Balanced hip and shoulders measurement, yet no defined waistline
- **Star** – Balanced hip and shoulder width, has a defined waistline

Step 4: Address Anxiety Zones – When it comes to finding the perfect-fitting swimsuit, women set out with a couple of goals: accentuate the positives and address anxiety zones. Lands' End has identified the five most-common anxiety zones as well as ways to address them.

- **Minimize or Enhance Waist and Tummy** – Strategy: Define a waistline, create some curves.
- **Minimize Hips and Thighs** – Strategy: Draw eyes up and away from hips.
- **Enhance Bust Area** – Strategy: Create a fuller-looking top half.
- **Minimize Bust Area** – Strategy: Provide bust support with good coverage.
- **Lengthen Legs** – Strategy: Higher leg openings to create the illusion of longer legs.

Step 5: Look for Flattering Bra Styles, Leg and Skirt Height – Look for the best support and coverage options ranging from built-in bras to bottom leg cuts and SwimMini™ lengths. Here are the options from Lands' End:

Bra Styles

- **Shelf Bra** – This bra style offers light coverage and support.
- **Soft Cup Bra** – For more support, look for a soft cup bra which shapes, supports and enhances.
- **Underwire Bra** – The ultimate in bra support.

Leg and Skirt Height

- **Leg Height** – Lands' End offers two leg cuts: a more moderate cut or one that offers a bit more coverage.
- **Skirt Length** – Swim skirts have become a staple of summer. Choose minimal or more coverage in lengths including: mini SwimMini, SwimMini or a cover-up skirt.

Step 6: Search Out Style – While searching out a suit that fits great, it's important not to neglect personal style preferences. This season, Lands' End's swimwear collections feature an assortment of colors, patterns and prints sure to please every style maven.

- **Forgiving Colors** – It's a given that many women concerned with anxiety zones will search out a solid black swimsuit. Wagner recommends looking to other forgiving colors such as Plum Wine or Rich Brown.

- **Pretty in Prints and Patterns** – According to Wagner, patterns can play a strategic role in addressing anxiety zones while also adding a bit of style pizzazz. Some of the stylishly beautiful prints and patterns found in the Lands' End swimwear collections include: Coral Reef Prints, Kaleidoscope Patterns and Daylily Floral.
- **Hooray for Hardware** – Embellishments on swimwear are another way to add style to an anxiety-free swim look. From gold bamboo-style rings to mother-of-pearl details, hardware can add sophisticated style to swimwear.

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