

**LANDS' END**   
holiday brand book exploration



## LETS DEFINE A PLACE THATS LIKE NO OTHER FOR THE HOLIDAYS

Here the trees twinkle with wit and whimsy comes wrapped in cashmere.  
Here the joy is real and the landscape holds the unexpected.

Let's create a place that exists to intrigue, surprise and inspire.  
This is a place I want to experience.  
This is the place I want my kids to see.  
This is a place where they thought of every last detail.

Where is this place?  
Just north of reality.  
It's very wonderful.  
It's ever-so-slightly magical.  
This place has a story I want to hear about.  
This place has a story that makes me feel.

What do we call this place that exists just north of reality?

**We call it Lands End.**



## WHY SHOULD WE DO THIS?

In the digital age, consumers have learned to have higher expectations for the brands they are loyal to. greater customer service. full transparency around the company itself and the goods they sell. this is one example of how lands end can add meaningful narrative around their holiday line. a way to create a stronger emotional connection to the brand and the products.

The value of stories? brands like Patagonia have discovered that its easier to get consumers to shell over big bucks for their merchandise if they understand the full value proposition. where the source materials come from. where they are manufactured and how they have a positive impact on the communities that are part of the supply chain. how the products source recycled materials.

Competitive analysis of the other retail brands that have 'value added' beyond the goods they sell.

EXECUTION:

NEWSPAPER FORMAT.

SUBSTANTIAL MATT STOCK.

tactile feel. experiential format,

deliver on: 'wow. this is lands end? this is new!

+ drive traffic to [landsend.com](http://landsend.com)

FIRST SPREAD (2)



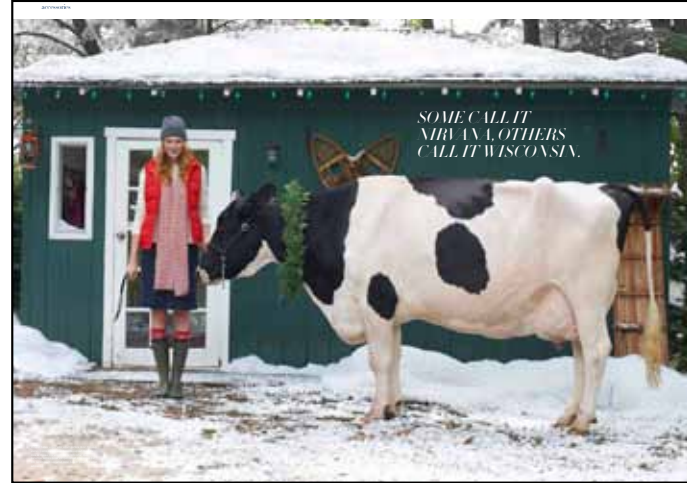
SPREAD 2



SPREAD 3



FIRST SPREAD (4)



SPREAD (5)



SPREAD (6)

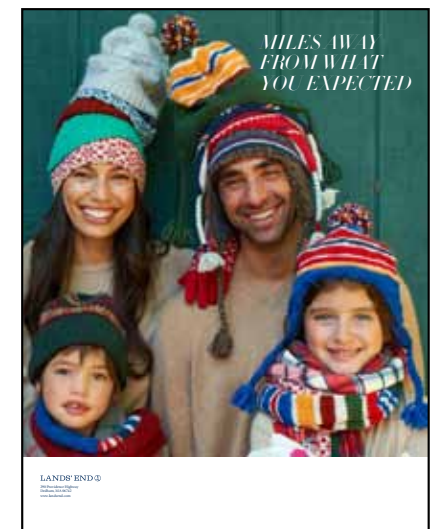


LAST SPREAD (8)

*\* see folding mockup*



FRONT



BACK

LANDS' END 