

Dressing Ambition: How Gen Z Is Redefining Work Style



The world of work is changing quickly, and the next generation is already setting the pace. They're career-focused, ambitious and highly attuned to how work intersects with identity and well-being. And they're entering the workforce at scale—some projections estimate Gen Z will make up nearly one-third of the global workforce by 2030. As their presence grows, so does their influence, particularly on how we think about workday attire. Gen Z isn't just participating in the workplace; they're redefining what professionalism looks like.

While it may appear that office dressing is becoming more casual, that interpretation oversimplifies what's really happening. What we're seeing instead is a shift toward something more personal. Gen Z is translating ambition into style in a way that doesn't require sacrificing individuality once the workday ends. Today's workforce expects apparel that keeps pace with their day, seamlessly transitioning from desk to dinner and beyond.

As a result, familiar corporate staples are showing up in new ways. The quarter-zip is a great example: once a standard-issue corporate layer, it's moved from uniform to editorial, appearing not just in offices but on runways. Today, "corporate" feels less like a rigid dress code and more like an aesthetic choice.

At Lands' End, embracing this shift doesn't mean chasing trends. It means designing with intention. We focus on modular, flexible pieces that form the foundation of a truly versatile wardrobe. Silhouettes, fabrics and color palettes are designed to work together, giving customers the ability to adapt their look to the moment. Pieces can be styled up or down, layered and re-personalized. Our latest Style Shift collection brings this to life through quilted blazers, polished knit tops and premium layering tees.

In a world where trends move at the speed of algorithms, our approach centers on the convergence of comfort, performance and polish—designed for real work environments. The result is not just clothing, but solutions that meet evolving customer needs and, most importantly, help teams show up with confidence. When professionalism becomes personal, people don't just look the part—they own it.