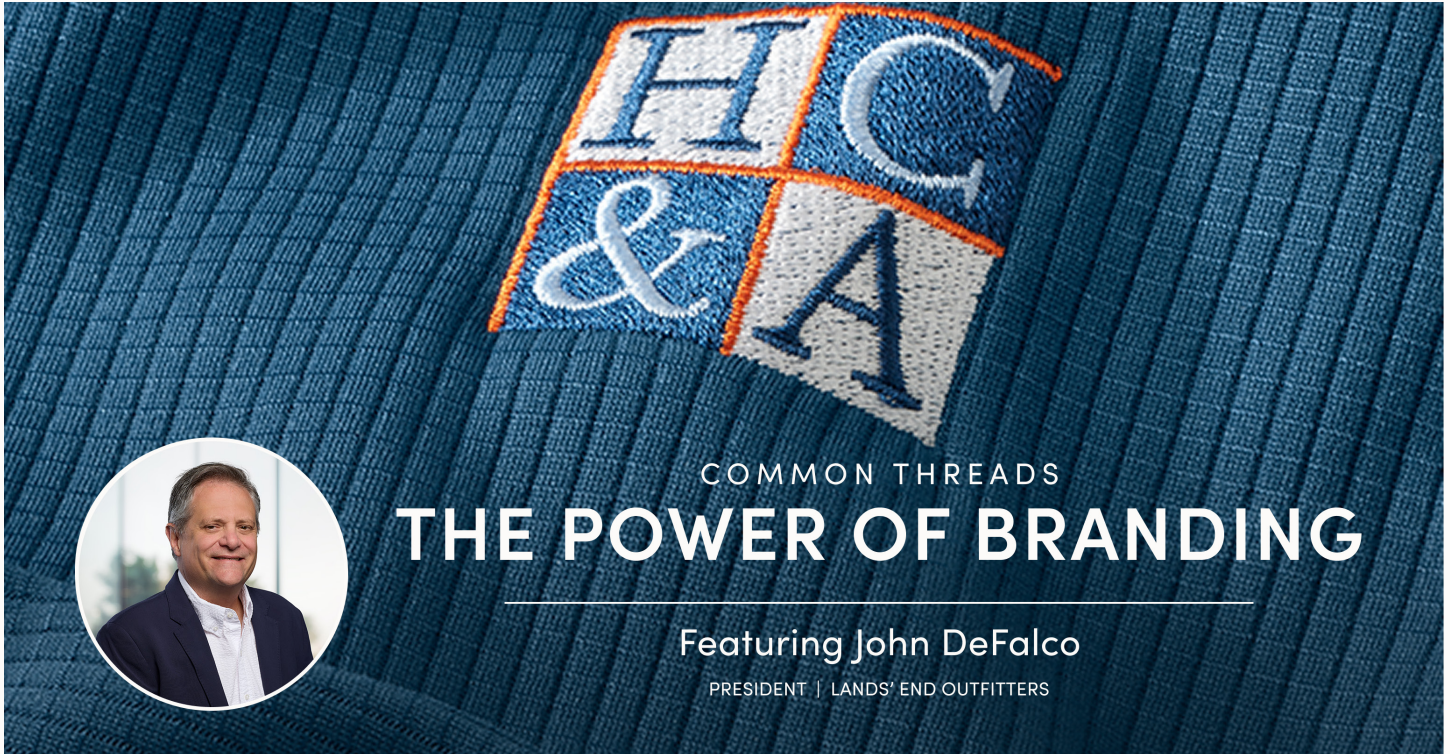


The Power of Branding



Here at Lands' End Outfitters we know your brand is your most valuable business asset. It's a powerful expression of your company's identity and communicates your values and purpose. 70% of a brand's value comes from perception alone, so it's important to nurture and protect it. Your brand shouldn't be an afterthought you delegate to your marketing team but a priority for leadership.

Consider this: 76% of consumers would choose to buy from a brand they feel connected with over a competitor, and 57% say they are more likely to spend more. That's because your brand is an experience, a feeling customers recognize instantly and remember long after. Studies show you have just seven seconds to make a first impression. Within that crucial moment, clients evaluate your trustworthiness and competence.

What your team wears is one of the first and most powerful impressions your brand makes. A signature color can increase brand recognition by up to 80%, while 65% of consumers base their first impression of a brand on its logo. Brand consistency also increases visibility, so it's vital your colors and logo look the same across styles and for every team member.

In fact, I frequently hear from our clients—among them leading global brands—that a consistent look in branded apparel has fostered a strong sense of pride among their employees and, actually, increased productivity. Just as important, the right fit and style signal integrity and confidence that enhance their reputation.

At Lands' End Outfitters we help our customers leverage the value of their brands by turning everyday apparel into a strategic advantage. We bring together quality, consistency, and thoughtful customization that treats your logo with the respect it deserves. As an extension of your team, we manage the details—from program setup to ongoing execution—so you don't have to. The result? A more unified organization, a stronger brand presence, and less time spent managing apparel—so you can focus on growing your business.

But it doesn't end here. Our programs are constantly evolving. We recognize that a major component of any brand is the people behind it. As we head into the future, you can expect us to listen to employees as we design new styles. So they show up for your brand with even more enthusiasm, pride, and professionalism.

After all, we aren't just here to sell you a uniform, we're here to help your brand become the best it can be.