Agenda

Our Customer Profile

Our Pandemic Reaction

Retail Post-Pandemic
Customer Profile

A Closer Look at the LE Customer
Our Reach

5.5M
Direct Customers

+115M
Site Traffic

161M
Circulation

Serve Customers How, Where and When they want to Shop
Our Customer

**Age Distribution**

- **80% female**
- **70% married**

**Education**

- College Degree: 27%
- Grad School Degree: 29%

**Income**

- $100 – $150K: 21%
- >$150K: 19%

**Where She Lives**

*Our domestic customer base*
Our Reach

* Sourced from annual reports and industry data
Our Business & Divisions

US eComm 69%

International eComm 15%

3rd/Whls 3%

Lands' End Outfitters 11%

Retail 2%
LE & The Pandemic
Reaction & Actions
How Did Lands’ End React

Hope Is Not A Strategy
How Did Lands’ End React

Test Early, Test Often
How Did Lands’ End React

It’s A Good Time To Be In The Elastic-Waist Pant Business
Retail Post-Pandemic Peak

The LE Customer’s Evolving Expectations
Pandemic eCommerce Trends

- Total US Retail will decline by 10.5% in 2020. In contrast, **Ecommerce sales will leap from 11% of total retail sales in 2019 to 14.5% in 2020**—the biggest one-year jump on record.
- Apparel & Accessories eCommerce penetration will increase to from 29% pre-pandemic 2020 to post at 37%.
  - **Apparel & Accessories is the only industry within eCommerce that will grow by single digits (8.6%) in 2020**
- The biggest pandemic-related ecommerce shift is to curbside pickup– 7% orders in February to 22% in June.
- While Amazon is still clearly the largest ecommerce player, they will drop to #7 in growth – driven largely by the addition of click & collect/curbside pickup for stores like Target, Wal-Mart, Best Buy.
Better Be Nice to Boomers

- Although boomers are far from universally prosperous, their levels of wealth, income and homeownership mean they’re in better shape on average than younger generations. As such, they’re indispensable for marketers seeking consumers with money to spend during the coronavirus recession.

- The pandemic and lockdown have given a boost to some aspects of boomers’ digital usage. But there is no reason to think they’ll ever be as digitally accessible to marketers as younger consumers are. It’s a telling sign that boomers have been slow to adopt technologies (like wearables and telemedicine) that could be especially valuable for people at their life stage. The enormous amount of time boomers spend with traditional TV points to it as the obvious medium through which to reach them.

- With physical stores shut down, boomers have inevitably increased their usage of ecommerce. But stores are what they’re used to, and it’s not clear how much of their shopping behavior during the pandemic will stick when it’s finally over. They’ve learned some new tricks, though, and may continue to apply them.

- Boomers appreciate brands that align with their core values, but only a small percentage report even paying attention to brands’ stances on social issues. That’s not to say boomers don’t care. Polling finds many gravitate to brands that line up with their ideologies, as well as wanting brands to address racial inequalities. But they can differ sharply from younger consumers about the specifics of what they want brands to say, which means that a message pleasing to woke millennials might well be off-putting to lots of not-as-woke boomers.

**US Household Wealth, by Generation, Q1 2020 (% of total wealth)**

- Baby Boomers, 56.8%
- Silent, 24.0%
- Gen X, 15.8%
- Millennials, 3.4%
2021 Priorities

WHAT’S IMPORTANT TO OUR CUSTOMER

Kohl’s & Amazon

LE Marketplace Expansion

Customer Expectations: Delivery Times, WISMO, EZ Returns

Self-Service: Mobile Wallet, Personal Shopping Account

Omni Capabilities: BORIS/BOSS/BOPIS/BOSFS

Likely Consumer Privacy Expansion (CCPA)
Thank You

2020 CRMC

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