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CELEBRATING SUCCESS

Lands' End works with key partners to help achieve our sustainability goals.

[Lands' Friendly](#) > Partners

Sustainable Apparel Coalition



Lands' End became a member of the Sustainable Apparel Coalition in 2013. This globally recognized organization consists of brands, retailers, manufacturers, government and non-government organizations, and academic experts in the global apparel and footwear market.

By joining forces in a coalition, companies can address the systemic challenges that are impossible to change alone. The Sustainable Apparel Coalition's goal is to reduce the global environmental and social impacts of apparel and footwear.

To do so, the Coalition focuses on building and refining the Higg Index, a standardized supply chain tool that measures the environmental, social and labor impacts of making and selling products and services.

Lands' End provides quality feedback to the Coalition about its tools and service offerings.

Better Cotton



Lands' End is a proud partner of Better Cotton. Together, we stand behind farmers who promote water stewardship, soil health and enhanced biodiversity. Because it's sorted by a mass balance system, Better Cotton isn't traceable to end products. However, Better Cotton farmers still benefit from demand for their cotton in equal amounts to those we source.

We're committed to procuring 100% of our cotton from more sustainable sources by 2025. Our sources include Supima® cotton, recycled cotton, organic cotton and Better Cotton.

National Forest Foundation (NFF)

Lands' End has been a proud corporate supporter of the National Forest Foundation. Founded by Congress in 1991, the NFF works with the U.S. Forest Service to care for the 190-million-acre National Forest System. Lands' End funds the restoration of national forests and grasslands. The following national forests:

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• Lolo in Montana



Clean Lakes Alliance

As part of its sustainability program, Lands' End has been supporting a clean lakes initiative since 2009. In 2010, Lands' End became a founding and sustaining corporate partner of The Clean Lakes Alliance.

The alliance is a nonprofit organization dedicated to raising awareness of issues facing local waterways, keeping local lakes clean and healthy and encouraging residents to engage with the lakes. A key mission is to reduce phosphorus in the Yahara Watershed, a natural drainage basin for rain and snowmelt that includes the Yahara's chain of lakes in the Madison area. The chain of lakes consists of Lakes Mendota, Monona, Waubesa and Kegonsa.

Lands' End supports the alliance through financial contributions, thousands of employee volunteer hours and donations of custom clothing.

Wisconsin Sustainable Business Council

Lands' End is a member of the Wisconsin Sustainable Business Council, an independent nonprofit that works with the Wisconsin Department of Natural Resources and the University of Wisconsin. The council provides support and resources to Wisconsin businesses committed to sustainability, green initiatives and corporate social responsibility.

A top council initiative is the Green Masters Program, which is an objective, points-based recognition program for sustainability. Each year, the council recognizes Wisconsin's sustainability leaders and encourages continuous improvement. Lands' End received a 2021 Green Masters Award, representing the 12th year in a row that the company has been recognized at this level. The Green Masters award recognizes companies that have achieved the highest sustainable status.

The Green Masters Award criteria is based on actions in nine key sustainability areas:

- Energy
- Carbon and other emissions
- Water
- Waste and materials management
- Transportation
- Supply chain
- Community and educational outreach
- Workforce
- Governance

Martex Fiber

Lands' End partners with Martex Fiber as part of its recycling initiative. Martex Fiber, considered North America's top textile recycler, has been innovating in the field of textile recycling since its founding in 1970. The company has diverted over 100 million pounds of fabric waste from landfills each year. Supporting this effort, Martex Fiber uses no wet processing and ensures that no excess cloth is sent to landfills. Additionally, Martex Fiber has a 360° recycling program that

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SUSTAINABILITY

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