

**“Surprise!”
There could
be a little bit of
Jeanne Lombardo
in any package
we ship.**



Jeanne remembers looking at the plain brown Lands' End shipping box. And looking. And thinking, there's got to be something more we could do with this.

"In the end, I drew on my own experience of Christmas," says Jeanne. "Of playing with the box instead of the toy."

So Jeanne created a shipping box that turns into a cow. Or a sheep. Or a horse. Something a parent and child could play with together. Something to say, "Thanks for ordering from Lands' End!"

As head of our Customer Relations Department, it's part of Jeanne's job to come up with surprises like that. Extras. Things that add to the magic of the mail-order experience.

Most of the surprises we include with Lands' End orders (not all orders, mind you, for what would be the surprise in that?) are more on the practical side.

A skirt hanger. A cedar block. A shoehorn. All extensions of our early days, when we gladly enclosed extra buttons with every buttondown Oxford, extra laces with every pair of boat shoes. (Something we still do.)

"THESE ARE NOT LURES!" exclaims Jeanne. "We never mention them in the catalog. We want people to buy from us based on the quality of our products. But we also like to send them things to help them enjoy the products long after they've paid their Visa bill."

Recently, Jeanne even master-minded something called "The Book of Caring." Actually a booklet, full of tips on how to rid your silk tie of a stain, or store your wool sweater for its long summer's nap. It's available to anyone just for the asking.

Why go to such lengths? Because at Lands' End, we want to do more than just make a sale. We want to build a long-term relationship with you. Through the quality of our products. Through value. Through conscientious service.

And, through surprises. Courtesy of Jeanne Lombardo.