Principle 6

We are able to sell at lower prices because we have eliminated middlemen; because we don’t buy branded merchandise with high protected mark-ups; and because we have placed our contracts with manufacturers who have proved that they are cost conscious and efficient.

There are often times when our manufacturers exceed expectations, but this past year told one story that stands out above others. On December 11, 1995, Malden Mills, one of the last great textile mills in New England and maker of our Polartec® fleece, suffered a fire that injured 33 workers, destroyed three buildings and put 2,500 jobs in jeopardy. Mill owner Aaron Feuerstein, who was celebrating his 70th birthday that evening, arrived at the mill to see the fire out of control. "I made up my mind then and there that I was going to rebuild. No question about it," he said. And he did. The next day, there were Christmas bonuses for all, and over the next 90 days, there were also full paychecks for all. Support came from all over the country, as it came from Lands' End and other loyal customers of Malden Mills. New buildings went up and new machines were installed in what is today one of the most advanced textile mills in the world. Thankfully, all 33 injured workers are back to their normal lives. As we said in our April catalog, "The social consciousness of one man can go a long way. We applaud you, Aaron Feuerstein." And we’re proud to do business with you.