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Lands' End adds apparel line for babies

Business Journal Lands' End Inc. is launching a line of clothing and accessories for newborns, babies and toddlers. The Dodgeville direct merchant said Thursday that its Lands' End Baby line will be available [online](#) at [landsend.com](#) and in 50 Lands' End Baby specialty shops within select Sears stores nationwide. Lands' End is a subsidiary of Sears Holdings Corp. (NASDAQ: SHLD), the Hoffman Estates, Ill.-based operator of Kmart and Sears department stores. > Lands' End will also offer the baby clothing line through its Holiday [Kids'](#) catalog. Lands' End is one of the world's largest direct sellers of specialty apparel. The company also recently launched a Women's...



(photo: wn/agm1)

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A Prime Minister who has lost his faith in politics

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