Using the Land's End Store

Using the Lake Shore Sail Club by Land's End Ship's Store has never been easier. Simply go to http://business.landsend.com/store/lssc, and browse their hundreds of items to select what you wish to purchase and add it to your cart. Items under the *Men* and *Women* menus can be bought in quantities as low as one, however, most of the items under the Promotion Items must be bought in bulk.

Each logo is $5.95 to be added to your product, and that includes changing the colors to better compliment your item.

Applying the Logo

The Lake Shore Sail Club by Land's End Ship's Store currently has 3 logos to choose from:

To apply the logo to your item, click Apply Logo:
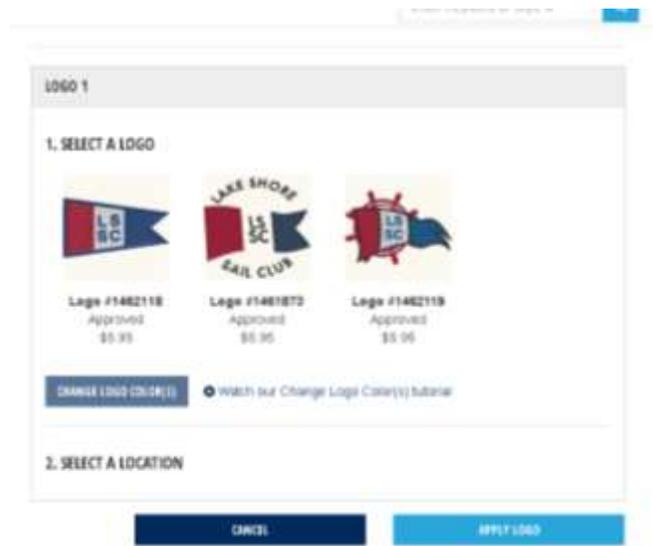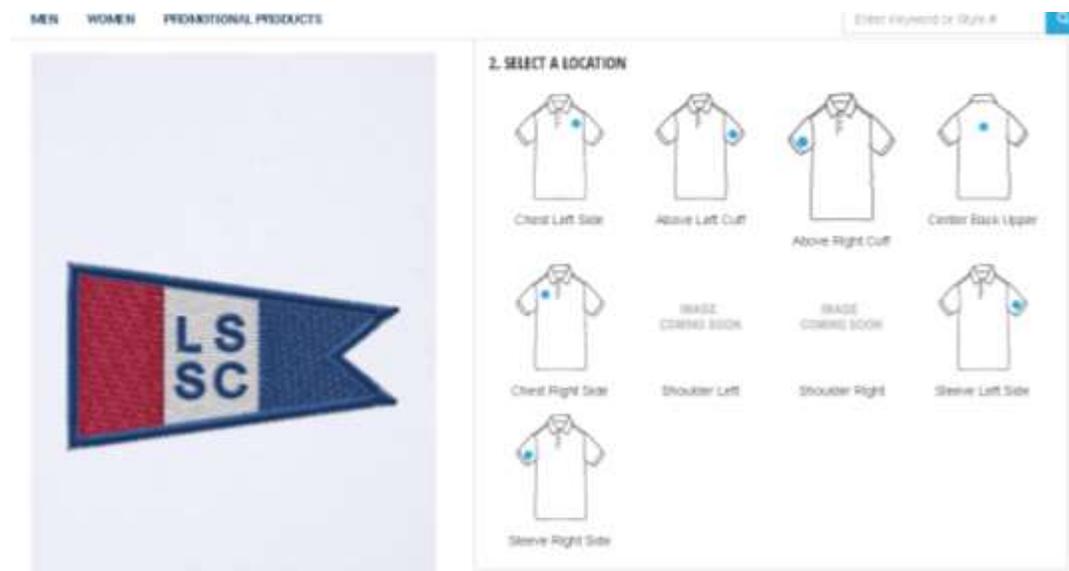
Click Apply Logo(s)

Select the logo you want on your item:

Next, select where you would like the logo placed:

The logo will appear on the left side of the screen, shown on a background of the color of the item you have selected; if you chose a white shirt, the logo will show with a white background, if you chose a black shirt, it will show against a black background.

Changing the color of the logo

The logo color can be changed just as easily as the items can be ordered! After selecting the logo you want on your item, click Change Logo Color.
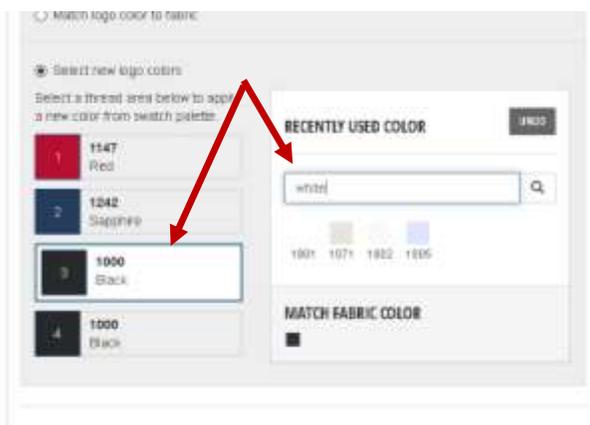

Your options will be:

1. Choose from existing logo colors
2. Match logo color to fabric
3. Select new logo colors

Each logo is divided into sections. You will be able to change a color in any of those sections simply by selecting the section and picking the new color.
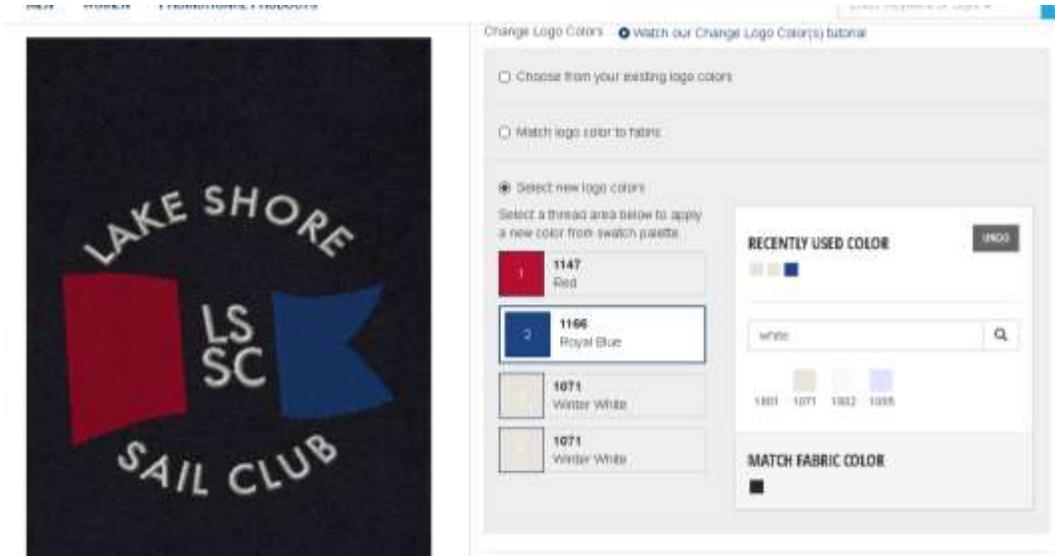
To select new logo colors, do the following:

1. Select the section that you want to change
2. Select a color. You can search for colors by entering it into the search box and then selecting the color you want. For instance, entering *white* in the search box will show you 4 different colors of white. Simply click on the color you want on your logo.

The logo to the left of the selection area, which is shown on the color of item you are purchasing, will change as you select your new logo colors. You can continue to

change the logo colors until you find the right color combination. For instance, I bought a dark polo shirt using logo # 1461873, but the black text was lost on the black shirt. I changed the text to Winter White and the blue portion of the burgee to a brighter blue.

BEFORE	AFTER

Another option is to match the color to the fabric.

BEFORE	AFTER

Once you are done selecting. changing, and/or placing your logo, click Apply Logo and then add your item to your bag.