



WHY

# OEKO-TEX® STANDARD 100 Certification Sets Lands' End School Uniforms Apart

In today's world, where safety and sustainability are top priorities for families and schools, OEKO-TEX® STANDARD 100 certification is more than just a label, it's a promise. And when it comes to school uniforms, **Lands' End stands alone** in making that promise clear, credible, and comprehensive.

# What Is OEKO-TEX® STANDARD 100?



OEKO-TEX® STANDARD 100 is one of the world's most trusted certifications for textile safety. It verifies that every component of a garment, threads, buttons, linings, and more, has been tested for over **1,000 harmful substances**, including formaldehyde, heavy metals, and pesticides [\[1\]](#).

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“Every item bearing the OEKO-TEX® STANDARD 100 label is certified as having passed safety tests for the presence of harmful substances... The more intensive the skin contact, the stricter the human ecology requirements and laboratory tests.”

— OEKO-TEX® [\[1\]](#)

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## Why It Matters for School Uniforms

Children wear their uniforms for long hours, often in active environments. OEKO-TEX® STANDARD 100 certification provides:

- **Skin Safety**  
Reduces the risk of allergic reactions or irritation.
- **Peace of Mind**  
Independent testing ensures garments are safe for daily wear.
- **Trust and Transparency**  
Certification is updated annually to reflect the latest science and regulations.

“Independent certification like OEKO-TEX® STANDARD 100 gives us confidence that the kids’ clothing and textiles we buy are safer for young developing brains and bodies.”

— Honestly Modern [\[2\]](#)

# Lands' End: Leading with Confidence

## Buy with confidence!

All **K–12 Uniform styles** from Lands' End are certified **OEKO-TEX® STANDARD 100**, a trusted industry mark for safety testing against harmful substances.

**All other styles** share the same high standards for material sourcing, testing, and safety.

And Lands' End is **actively working toward full OEKO-TEX® STANDARD 100 certification testing for all school uniform apparel**, a commitment unmatched in the school uniform industry.

## How Competitors Compare

While other school uniform providers—such as **Global Schoolwear (Tommy Hilfiger School Uniforms), Schoolbelles, Risse Brothers, Flynn O'Hara, and French Toast**, emphasize quality and service, **none publicly claim OEKO-TEX® STANDARD 100 certification** for their school uniform products.

This positions Lands' End as the **only major school uniform brand** to offer verified, third-party safety testing across its K–12 assortment.

## OEKO-TEX® STANDARD 100 in the Bigger Picture

Beyond safety, OEKO-TEX® STANDARD 100 certification supports broader sustainability goals. It ensures responsible chemical management, supply chain transparency, and reduced environmental impact.

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“OEKO-TEX® Standard 100 verifies textiles are tested for harmful substances... This certification covers all stages of production, ensuring each component—from threads to buttons—meets strict safety criteria.”

— Knowing Fabric [\[3\]](#)

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## Final Thought

For parents, OEKO-TEX® STANDARD 100 certification means safer clothing for their children. For schools, it's a responsible choice that reflects care and diligence. And for Lands' End, it's a continuation of a decades-long commitment to quality, integrity, and leadership in apparel.

### REFERENCES

- [1] [OEKO-TEX® STANDARD 100](#)  
[2] [What Is OEKO-TEX® STANDARD 100 and Why Is It Important?](#)  
[3] [Certifications in Sustainable Textiles - Knowing Fabric](#)