Duluth Trading Announces Sale of Best Made®

Nov 14, 2023

Founder reacquires brand

Mount Horeb, WIS., November 14, 2023 —Duluth Trading Company, a Wisconsin-based lifestyle brand of men's and women's workwear, casual wear, outdoor apparel, and accessories, announces the sale of the Best Made® brand.

The sale of Best Made reflects the Company's decision to concentrate its efforts on Duluth Trading's brood of sub-brands, all bonded by the belief of taking on life with your own two hands, including Duluth Trading Co® and AKHG®. The decision allows for a greater focus on the Company's strategic growth initiatives, including its core workwear, outdoor apparel and accessories businesses, omni-channel customer experience, and innovative line of products. The transition is expected to be seamless for both employees and customers, and Duluth Trading remains dedicated to delivering exceptional products and services across its portfolio of brands.

"We are honored to have been part of Best Made's journey," said Sam Sato, Duluth Trading's President and CEO. "I am proud of the work Duluth Trading accomplished to foster the legacy of Best Made into the future, and we are excited to see what comes next for the brand as it returns back to its founder, Peter Buchanan-Smith."

"It's the opportunity of a lifetime to pick up where I left off," said Peter Buchanan-Smith. "I thank Sam and the team at Duluth Trading for carrying the Best Made torch and upholding its mission. This transaction ensures that the Best Made legacy will continue to prosper."

The deal closed on November 8, 2023. For more information or inquiries about this sale, please contact ICR, Inc. at (646) 277-1200 or DuluthIR@icrinc.com.

About Duluth Trading
Based in Mount Horeb, Wisconsin, Duluth Trading Co. caters to the lifestyle of the modern, self-reliant American. Duluth Trading's family of brands offer high-quality, solution-based apparel, accessories and gear for men and women to help them take on life with their own two hands. Duluth Trading honors its roots by creating the hardest-working products, backed by the "Superior Standard," and commits to providing outstanding customer service under the "No Bull Guarantee." To learn more, visit www.duluthtrading.com or one of the 65 Duluth Trading store locations nationwide.