



Duluth Trading Brings Durable Style to Kansas City with New Legends Outlets Mall Location

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Second Store in State Set to Open on Sept. 11

MOUNT HOREB, Wis., Sept. 5, 2025 /PRNewswire/ -- Duluth Holdings Inc. (dba, Duluth Trading Company) (NASDAQ: DLTH) today announced the Sept. 11 opening of its newest retail store in [Kansas City, Kansas](#). Located in Legends Outlets, the store continues Duluth Trading's strong retail momentum and brings the brand's durable, solution-based apparel to one of the Midwest's busiest shopping centers and Kansas's number one tourist destination. The new store is located at 1817 Village West Parkway, Suite S-1, accessible via pedestrian path as well as a newly built entrance next to HomeGoods.



"Our retail stores are a critical part of our omnichannel approach to bringing this incredible brand to life and have experienced strong momentum this year. We are excited to open our first new store since 2021 and are proud that it will be in Kansas City, where we have a lot of longstanding brand fans," said Stephanie Pugliese, President and CEO of Duluth Trading. "Legends Outlets puts us right in the heart of the action — next to Kansas Speedway, Sporting KC, and a community that values hard work and quality. We can't wait to welcome our customers to the store, so they can experience first hand what Duluth is about — our commitment to apparel and gear that is innovative, comfortable and durable."

Spanning more than 16,000 square feet — with nearly 12,000 dedicated to shopping — the new store is built true to Duluth Trading style. Shoppers will find the brand's signature touches throughout, from vintage tool displays and workshop fixtures to two antique showstoppers: a "military mule" M274 and a 1969 Chevy C10 tailgate, both primed for photo opportunities. And because Duluth is built for real life, the store is stocked and ready for fall with fresh colors and patterns in tried-and-true favorites like women's Heirloom Gardening® Bibs, men's Fire Hose® Work Pants, and Buck Naked® underwear for men and women — gear that works as hard as the people who wear it.

To celebrate its grand opening, Duluth Trading will host several events on Saturday, Sept. 20:
9:45 a.m. CDT

- **Official Ribbon-Cutting Ceremony** – Join Duluth Trading leadership and local dignitaries as we officially open our doors at Legends Outlets.

10 a.m. to 8 p.m. CDT

- **[The Big Dam Van](#)** – A traveling pop-up experience featuring tailgate essentials from coolers, grills, and lawn chairs to games like cornhole and spin-the-wheel will be parked on-site. Guests who stop by the Big Dam Van can receive in-store discounts, browse Duluth's best-selling collections, and snap a photo inside a giant pair of underwear (yes, really).
- **Kansas Speedway Appearance** – Meet the team from Kansas Speedway and check out their official pace car. Plus, don't

miss your chance to enter a special raffle for two tickets to the Hollywood Casino 400 NASCAR race on Sunday, September 28.

- **Gift With Purchase** – Spend \$200 or more and receive our exclusive Duluth Trading Tower of Nuts—a hearty 3-pack of our favorite seasoned nuts—free with your purchase! *Available in-store only at the Legends Outlets location. Limited supply—shop early while it lasts!*

About Duluth Trading Company

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 Duluth Trading store locations nationwide.

About Legends Outlets Kansas City

Located in the heart of Village West, the state of Kansas's top tourist destination, Legends Outlets Kansas City is the only outlet shopping destination serving the greater metropolitan region. Located at 1843 Village West Parkway in Kansas City, KS, Legends Outlets is home to more than 75 leading designer and favorite brand-name stores including Kate Spade, Tory Burch, Coach, Banana Republic Factory Store, J.Crew, Nike Factory Store, Polo Ralph Lauren Factory Store, Tommy Hilfiger Outlet, and Vans Outlet, among many more. Featuring an array of restaurant and entertainment venues, the property welcomes more than 10 million guests annually. To learn more about Legends Outlets Kansas City, visit LegendsShopping.com

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