Duluth Trading Strengthens Midwest Footprint, Opens Sixth Minnesota Location in Maple Grove

Sep 23, 2025

MOUNT HOREB, Wis., Sept. 23, 2025 /PRNewswire/ -- Duluth Holdings Inc. (dba, Duluth Trading Company) (NASDAQ: **DLTH**) today announced the September 25 opening of its newest retail store in Maple Grove, Minnesota. Located in The Shoppes at Arbor Lakes, the store continues Duluth Trading's strong retail presence in the Twin Cities metro area, becoming its fourth location in the region and sixth overall in Minnesota. The new store is located at 12413 Elm Creek Blvd. N.



"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 that our second new store to open in a month will be in the northwest Minneapolis suburb of Maple Grove," said Stephanie Pugliese, President and CEO of Duluth Trading. "Minnesota has been a home for our brand since it was founded in Duluth in 1989, and our loyal fan base here continues to grow. With The Shoppes at Arbor Lakes, we're adding a vibrant lifestyle destination where customers can discover our innovative, durable apparel and gear designed for their work and life."

Spanning more than 9,500 square feet, with nearly 7,000 dedicated to shopping, the new store embodies the authentic Duluth Trading style and is stocked for whatever life throws your way. You'll find the latest fall patterns and styles of beloved staples such as men's Fire Hose® pants, women's Heirloom Gardening® bibs, and Buck Naked® underwear next to workshop-inspired fixtures and vintage tools and a fitting lounge with the "Find a Buck" graphic wall.

To celebrate its grand opening, Duluth Trading will host several events on Saturday, October 4:

9:45 a.m. CDT

- **Official Ribbon-Cutting Ceremony** – Join Duluth Trading leadership and local dignitaries as we officially open our doors at The Shoppes at Arbor Lakes.

10 a.m. to 9 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).
- **Timberworks Lumberjack Show**https://timberworkslumberjackshow.com/ – Get ready for heart-pounding action at the Timberworks Lumberjack Show! Watch fearless lumberjacks battle it out with blazing axes, daring log rolls, and jaw-dropping tree climbs. There are three unforgettable shows at 11:30 a.m., 2:30 p.m., and 5:30 p.m. Make sure you catch every thrilling moment live!
- **Free 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 Shoppes at Arbor Lakes 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 The Shoppes at Arbor Lakes
Located in the heart of Maple Grove, Minnesota, The Shoppes at Arbor Lakes is the state's first lifestyle center and a premier destination for shopping, dining, and leisure. With over 60 retailers, The Shoppes blends national brands, local boutiques, and diverse dining options in a vibrant, walkable setting. Strategically positioned at the center of the highly sought-after Maple Grove retail trade area, The Shoppes offers convenient regional access, drawing visitors from across the western and northern Twin Cities metro. Visit www.shoppesatarborlakes.com to learn more.

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