

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (date of earliest event reported): **October 10, 2018**

DULUTH HOLDINGS INC.

(Exact name of registrant as specified in its charter)

Wisconsin
(State or other jurisdiction
of incorporation)

001-37641
(Commission
File Number)

39-1564801
(IRS Employer
Identification No.)

170 Countryside Drive
Belleville, Wisconsin 53508
(Address of principal executive offices, including zip
code)

Registrant's telephone number, including area code: (608) 424-1544

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On October 10, 2018, the Board of Directors of Duluth Holdings Inc. (the “Company”) promoted Al Dittrich to Senior Vice President and Chief Operating Officer. Prior to this appointment, Mr. Dittrich served as the Company’s as Senior Vice President of Omnichannel Customer Experience and Operations. Mr. Dittrich’s biography is set forth under Part I of the Company’s Form 10-K, filed on March 21, 2018. Mr. Dittrich’s compensation did not change in connection with the foregoing. Since January 29, 2017, there have been no transactions, and there are no currently proposed transactions, to which the Company was or is a participant and in which Mr. Dittrich had or is to have a direct or indirect material interest that would require disclosure pursuant to Item 404(a) of Regulation S-K.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

| <u>Exhibit No.</u> | <u>Description</u> |
|----------------------|--------------------------------------|
| 99.1 | Press Release Dated October 15, 2018 |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

DULUTH HOLDINGS INC.

Dated: October 15, 2018

By: /s/ Stephanie Pugliese
Stephanie Pugliese
President and Chief Executive
Officer



Duluth Holdings Names Allen L. Dittrich Chief Operating Officer

Belleville, WI – October 15, 2018 – Duluth Holdings Inc. (dba, Duluth Trading Company) (“Duluth Trading”) (NASDAQ: DLTH), a lifestyle brand of men’s and women’s casual wear, workwear and accessories, today announced that Senior Vice President Allen L. Dittrich will assume the role of Chief Operating Officer, a new position within Duluth Trading. Dittrich, previously Senior Vice President of Omnichannel Customer Experience and Operations, will continue to report to Stephanie L. Pugliese, Chief Executive Officer of Duluth Trading.

"Al is a seasoned and trusted leader who consistently delivers results. Drawing on his 38 years of retail industry experience, he has been uniquely qualified to lead our omnichannel expansion by developing a retail store presence that truly reflects the brand promise of Duluth Trading. To achieve that, Al built teams of experts, who have successfully executed the site selection, construction, hiring and training of managers and staff for 42 retail stores within a three year period. He has also overseen the successful implementation of key IT projects this year, as well as improving our operational infrastructure," said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. "We have benefited immensely from Al's keen insight and tireless efforts and are very proud to name him our first ever Chief Operating Officer."

Effective immediately, Dittrich will assume responsibility for operational excellence across the company and will have the Vice President of Operations, Directors of Real Estate, Stores and Store Operations, and the Chief Information Officer reporting directly to him.

"Duluth Trading's growth strategy through our omnichannel expansion has never been more compelling, and it has been my privilege to be part of the team that works so hard to deliver the best-in-class customer experience," said Al Dittrich, Senior Vice President and Chief Operating Officer. "I am incredibly energized to help lead the Company to its next phase of growth and operational excellence."

Allen L. Dittrich Professional Background

Mr. Dittrich joined Duluth in February 2015 and served on our advisory board for fiscal 2014. He has held multiple senior executive roles and has over 38 years of experience in the direct marketing and retail industries. Prior to Duluth, Mr. Dittrich served as Senior Vice President of Retail at Allen-Edmonds Shoe Corporation from 2009 until 2015, as Chief Executive Officer of Retail Associates Ltd. from 2006 to 2008, and at Gander Mountain as Executive Vice President and Chief Operating Officer from 2003 to 2005 and as Chief Merchandising and Marketing Officer from 1998 to 2003. Earlier in his career, Mr. Dittrich served as a senior executive in several positions with the department store division at Dayton Hudson where he was employed

from 1977 to 1998, including Senior Vice President General Merchandising Manager Home and Cosmetics and Senior Vice President General Merchandising Manager of Men's and Children's. Mr. Dittrich holds a B.A. degree in Business Administration and Marketing from Winona State University.

About Duluth Trading

Duluth Trading is a rapidly growing lifestyle brand for the Modern, Self-Reliant American. Based in Belleville, Wisconsin, we offer high quality, solution-based casual wear, workwear and accessories for men and women who lead a hands-on lifestyle and who value a job well-done. We provide our customers an engaging and entertaining experience. Our marketing incorporates humor and storytelling that conveys the uniqueness of our products in a distinctive, fun way, and our products are sold exclusively through our content-rich website, catalogs, and "store like no other" retail locations. We are committed to outstanding customer service backed by our "No Bull Guarantee" - if it's not right, we'll fix it. Visit our website at www.duluthtrading.com.

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