

Duluth Holdings Celebrates Grand Opening of its Nineteenth Store in Macomb, Michigan

April 6, 2017 8:01 AM ET

BELLEVILLE, Wis., April 06, 2017 (GLOBE NEWSWIRE) -- 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 the grand opening of its 19th store in Macomb, Michigan, a northern suburb of Detroit. The store is located at 18493 Hall Road, Macomb, MI 48044.

“We are excited to open a Duluth store in the Detroit Metropolitan Area,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “The Macomb store is our first location in Michigan where we have a strong base of loyal customers, who have been shopping with us through our online and catalog channels for years. We are delighted to bring our unique retail store experience and solution-based apparel to our brand fans in the region.”

The store will host several events to celebrate the grand opening on Thursday, April 6. There will be an official ribbon cutting ceremony at 9:00 a.m. Eastern Time with Duluth representatives and local dignitaries on hand to do the honors. At noon and 3:00 p.m. Eastern Time, there will be a Lumberjack Show to welcome our customers.

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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Duluth Trading Company