FORM 4

to Section 16. Form 4 or Form 5 obligations may continue. See

Instruction 1(b).

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, D.C. 200 | 49 |
|----------------------|----|
|                      |    |
|                      |    |

Check this box if no longer subject

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

**OMB APPROVAL** 3235-0287 Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person*     Schlecht Richard W      |  |  |        |                                     | 2. Issuer Name and Ticker or Trading Symbol DULUTH HOLDINGS INC. [ DLTH ] |  |  |                         |  |        |  |                                     | Relationship of Reporting Person(s) to Issuer (Check all applicable)     Director  |  |   |                               |   |  |  |
|---|--|--|--------|-------------------------------------|---|--|--|-------------------------|--|--------|--|-------------------------------------|--|--|---|-------------------------------|---|--|--|
| (Last)  | (Fir   | irst) (Middle)                             |        |                                     |   | 3. Date of Earliest Transaction (Month/Day/Year) 03/31/2024                            |  |                         |  |        |  |                                     |  | X Officer (give title below) Other (specify below)  SVP, Product Dev. & Sourcing |   |                               |   |  |  |
| (Street) MOUNT  | MOUNT WI 53572   |  |        | 4. If A                             | 4. If Amendment, Date of Original Filed (Month/Day/Year)                  |  |  |                         |  |        |  |                                     | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person |  |   |                               |   |  |  |
| (City)  | (Sta   | ate) (Z                                    | Zip)   |                                     | Check this box to indicate  |  |  |                         |  |        | a transaction was made pursuant to a contract, instruction or written plan that is intended to conditions of Rule 10b5-1(c). See Instruction 10. |                                     |  |  |   |                               |   |  |  |
|   |  | Table                                      | I - No | on-Deriva                           | tive S  | Secui  | rities   | Acc                     | quirec   | d, Dis | sposed of  | , or B                              | enefici  | ally Own   | ed  |                               |   |  |  |
| 1. Title of Security (Instr. 3)  2. Transaction Date (Month/Day/N |  |  |        |                                     | Execution Date,   |  | 3.<br>Transaction Code (Instr. 8)  4. Securities Acquir Disposed Of (D) (Instr. 5) |                         |  |        | Beneficia  | rities<br>eficially<br>ed Following |  | nership<br>Direct<br>Indirect<br>str. 4)   | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |                               |   |  |  |
|   |  |  |        |                                     |   |  |  |                         | Code   | v      | Amount   | (A) or<br>(D)                       | Price  | Transaction(s)<br>(Instr. 3 and 4)   |   | "                             |   | (1130: 4)                                |  |
| Class B Common Stock 03/31/20                                     |  |  |        |                                     | )24   |  |  | <b>A</b> <sup>(1)</sup> | V  | 1,000  | A  | \$4.16                              | 174,617  |  | D   |                               |   |  |  |
| Class B Common Stock  |  |  |        |                                     |   |  |  |                         |  |        |  | 33,200                              |  |  |   | By<br>Children <sup>(2)</sup> |   |  |  |
|   | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |        |                                     |   |  |  |                         |  |        |  |                                     |  |  |   |                               |   |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)               | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security  | 3. Transaction<br>Date<br>(Month/Day/Year) | Execu  | eemed<br>Ition Date,<br>h/Day/Year) |   | ansaction of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |  |                         | 6. Date Exercisable and Expiration Date (Month/Day/Year)  Date Expiration Exercisable Date |        |  | Amount of<br>Securities             |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)                              |   |                               | 10.<br>Ownersh<br>Form:<br>Direct (D<br>or Indirec<br>(I) (Instr. | Beneficial<br>Ownership<br>tt (Instr. 4) |  |

## **Explanation of Responses:**

- 1. These shares were acquired under the Duluth Holdings Inc. Employee Stock Purchase Plan.
- 2. These shares are held by reporting person's children in UTMA accounts.

04/04/2024 Dennis F. Connolly, as POA

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.