

**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): August 4, 2022

DULUTH HOLDINGS INC.

(Exact name of registrant as specified in its charter)

<u>Wisconsin</u> (State or other jurisdiction of incorporation)	<u>001-37641</u> (Commission File Number)	<u>39-1564801</u> (IRS Employer Identification No.)
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201 East Front Street
Mount Horeb, Wisconsin 53572

(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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Class B Common Stock, No Par Value	DLTH	NASDAQ Global Select Market

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 8.01 Other Events.

On August 4, 2022 Duluth Holdings Inc. (the “Company”) announced that Albert J. Sutera would join the Company as the Senior Vice President, Chief Technology Officer Logistics of the Company beginning on August 15, 2022.

The Company issued a press release concerning the appointment of Mr. Sutera on August 4, 2022, which is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Press Release dated August 4, 2022
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

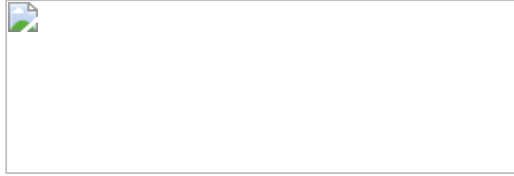
SIGNATURES

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: August 4, 2022

By: /s/ David Loretta
David Loretta
Senior Vice President and Chief Financial
Officer



Duluth Holdings Announces Appointment of AJ Sutera to Senior Vice President, Chief Technology Officer & Logistics

Mount Horeb, WI – August 4, 2022 – 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 Mr. AJ Sutera has been appointed Senior Vice President, Chief Technology Officer & Logistics effective August 15, 2022.

Mr. Sutera joins Duluth Trading after serving as US Chief Technology & Operations Officer with Signa Sports United. Prior to Signa United Sports, Mr. Sutera was the Executive Vice President/Chief Technology & Information Officer with JD Sports Fashion. He also has served as the Senior Vice President/CTO for Hudson Bay Corporation and the Senior Vice President of Digital Technology & Operations, Saks Fifth Avenue.

Sam Sato, Duluth’s President and CEO, said, “We are thrilled to welcome AJ to Duluth’s senior leadership team. AJ is a seasoned technology executive with more than 30 years of leadership, experience, and expertise. He is skilled in technology-enabled business transformation, growth-driving digital enterprise platform development, logistics strategy and network capability enhancement, and technology portfolio planning. AJ will play a key role in the continued development of our ‘Big Dam Blueprint’ anchored on our digital first mindset.”

“I am honored to join the Duluth senior leadership team. I have always admired the unique positioning of the Duluth Trading Company business serving customers’ active lifestyles across work and recreation. I look forward to leveraging my many years of leadership, experience and expertise to further advancing Duluth’s logistics and technology capabilities to support long-term growth,” said Mr. Sutera.

About Duluth Trading

Duluth Trading is a lifestyle brand for the Modern, Self-Reliant American. Based in Mount Horeb, 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 are available 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 <http://www.duluthtrading.com>.

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