

Duluth Holdings Celebrates Grand Opening of its Twenty-Seventh Store in Louisville, Kentucky

November 2, 2017 8:01 AM ET

BELLEVILLE, Wis., Nov. 02, 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 27th store in Louisville, Kentucky on November 2. The store is located at 113 W Main Street, Louisville, KY 40202.

“We are very excited to open a Duluth Trading store on historic “Whiskey Row” in downtown Louisville,” said Stephanie Pugliese, Chief Executive Officer of Duluth Trading. “In addition to serving our many loyal customers in Kentucky and southern Indiana, Duluth is participating in the incredible revitalization of a growing tourist attraction that is not only on the Urban Bourbon Trail but also in close proximity to the Kentucky International Convention Center and the KFC Yum! Center Plaza. We welcome our local customers and visitors to explore firsthand our innovative and problem-solving apparel for both men and women in our newest Duluth Trading store that occupies the entire first floor of an iconic building dating back to the late 1850s.”

The store will host several events to celebrate the grand opening on Thursday, November 2. At 9:00 a.m. Eastern Time, there will be an official ribbon cutting ceremony at the store front with local dignitaries on hand to do the honors. At 10:30 a.m. and 12 noon Eastern Time, there will be Lumberjack Shows at the KFC Yum! Center Plaza (1 Arena Plaza) 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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