Instruction 1(b).

FORM 4

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

| Washington, | D.C. 20549 |
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

## **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*     Shepherd Neala      |  |         |   |   |  | 2. Issuer Name and Ticker or Trading Symbol DULUTH HOLDINGS INC. [ DLTH ]   |        |   |                     |     |   |            |   |   | k all app<br>Direc  | nship of Reportir<br>applicable)<br>Director   |   | 10% Ov   | ner        |
|---|--|---------|---|---|--|---|--------|---|---------------------|-----|---|------------|---|---|---|--|---|--|------------|
| (Last) 201 EAS  | (Fir   | ,       | 3. Date of Earliest Transaction (Month/Day/Year) 04/04/2023 |   |  |   |        |   |                     |     |   | X          | Officer (give title below)  SVP, Custom |   | ner Ex  | Other (specify below) er Experience  |   |  |            |
| (Street)  MOUNT HOREB   | MOUNT WI 53572   |         |   |   | 4. If A  | 4. If Amendment, Date of Original Filed (Month/Day/Year)  |        |   |                     |     |   |            |   | 6. Indi<br>Line)<br>X                   | Form<br>Form  | fual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person |   |  |            |
| (City)  | (Sta   | ate) (Z | Zip)  |   | Rule 10b5-1(c) Transaction Indication  Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intensatisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |   |        |   |                     |     |   |            |   |   |   | ided to  |   |  |            |
|   |  | Table   | I - No  | n-Deriva                                | tive S   | Secui   | rities | Acq   | uired,              | Dis | posed of  | , or E     | Benefi                                  | cially                                  | / Own   | ed   |   |  |            |
| 1. Title of Security (Instr. 3)  2. Transact Date (Month/Date |  |         |   | ey/Year) Exec                           |  | Deemed ecution Date, ny onth/Day/Year)  |        |   |                     |     | es Acquired (A<br>Of (D) (Instr. 3,   |            |   | Securit<br>Benefic<br>Owned             | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following   |  | n: Direct<br>or Indirect<br>nstr. 4)                              | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership                |            |
|   |  |         |   |   |  |   |        |   | Code                | v   | Amount  | (A)<br>(D) | or Pri                                  | ce                                      |   | ection(s)<br>3 and 4)  |   |  | (Instr. 4) |
| Class B Common Stock 04/04/2                                  |  |         |   |   | 2023   |   |        |   | F                   |     | 1,175(1)  | Γ          | \$                                      | 6.31                                    | 104,824   |  |   | D  |            |
|   | 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)           | ve Conversion Date Execution Date, or Exercise (Month/Day/Year) if any   |         | ion Date,   | 4.<br>Transaction<br>Code (Instr.<br>8) |  | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) |        | 6. Date Exercisable an<br>Expiration Date<br>(Month/Day/Year) |                     | te  | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (In<br>3 and 4) |            | De<br>Se<br>(In:                        | rice of<br>ivative<br>curity<br>etr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s<br>(Instr. 4) | у  | Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |            |
|   |  |         |   | Code                                    |  | v   | (A)    | (D)   | Date<br>Exercisable |     | Expiration<br>Date  | Title      | Amour<br>or<br>Number<br>of<br>Shares   | er                                      |   |  |   |  |            |

## **Explanation of Responses:**

1. Represents shares used to satisfy tax withholding obligation upon vesting of restricted stock.

Dennis F. Connolly, as POA 04/06/2023

\*\* 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.