

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144
NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: *There is no fee for filing 2 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.*

NAME OF PERSON WHO IS SELLING		SEC. IDENT. NO.	SEC. FILE NO.	WORK LOCATION
DULUTH HOLDINGS INC.		38-1564831	001-378478-XXXX	
NAME OF PERSON WHO IS BUYING		SEC. IDENT. NO.	SEC. FILE NO.	WORK LOCATION
170 COUNTRYSIDE DR. P.O. BOX 409			WI 53508	
NAME OF PERSON WHO IS SELLING FOR ACCOUNT OF		SEC. IDENT. NO.	SEC. FILE NO.	WORK LOCATION
STEPHEN L. SCHLECHT		Founder	170 COUNTRYSIDE DR. P. BELLEVILLE	WI 53508

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

1. Title of the Class of Securities To Be Sold	2. Name and Address of Each Person Through Whom the Securities are to be Offered or Each Market Makers to be Accepted by the Issuer	3. SEC. IDENT. NO.	4. Number of Shares or Other Units To Be Sold	5. Aggregate Market Value	6. Number of Shares or Other Units Outstanding	7. Acquisition Date of Sale (For Year 2000, 2001, 2002, etc.)	8. Name of Each Securities Exchange, If Any, on Which the Securities are Intended to be Sold
Common C.L.B.	WILLIAM BLAIR & COMPANY, LLC 150 N. RIVERSIDE PLAZA CHICAGO IL 60606		140,000	\$2,173,000	29,655,745	9-7-21	NASDAQ

ISSUER'S SIGNATURE

1. Name of Issuer
(a) Name of Issuer
(b) Name of Issuer
(c) Name of Issuer
(d) Name of Issuer

2. Name of person by whom/through the securities are to be sold
(a) Name of person by whom/through the securities are to be sold
(b) Name of person by whom/through the securities are to be sold
(c) Name of person by whom/through the securities are to be sold

SELLER'S SIGNATURE

1. Title of Class of Securities to be sold
(a) Title and address of each bond or other security to be sold
(b) Number of shares or other units to be sold (if different, give the appropriate description)
(c) Acquisition date of the securities to be sold (if different, give the appropriate description)
(d) Number of shares or other units of the securities to be sold (if different, give the appropriate description)
(e) Name of each securities exchange, if any, on which the securities are intended to be sold

Potential persons were not to respond to the collection of information contained in this form who are not required to respond unless the form displays a correctly filled out control number.

SEC 1747 (08-07)
7.78498-112

TABLE I -- SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Code of the Class	Market Acquired	Amount of Acquisition Transaction	Name of Person to Whom Acquired (If not the person to whom acquired)	Amount of Securities Acquired	Date of Payment	Method of Payment
Common	100011000	Founding shares	ISSUER	148,000	N/A	Not Applicable <input checked="" type="checkbox"/>

INSTRUCTIONS: If the securities were purchased and full payment therefor was not made in cash or the time of payment, explain in the table as in a note thereof the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments, describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

TABLE II -- SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Net Proceeds
170 COUNTRYSIDE DR. P.O. BOX 406 BELLEVILLE WI 53508	DULUTH HOLDINGS INC.	N/A	0	

REMARKS:

INSTRUCTIONS:

See the definition of "person" in paragraph (c) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in the definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (c) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION: The person for whose account the securities in which are sold are to be sold, hereby represents by signing this notice that he does not have any material information to report to the current and prospective purchasers of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to a broker, dealer or other person, he shall, by signing this form and submitting the same, be deemed to have adopted such plan or instructions, and he shall be deemed to have agreed to be bound by the terms of such plan or instructions.

AS Delivered 9-7-2021

DATE OF SALE AND/OR DATE OF INQUIRY
OR DATE OF SALE

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed, two copies not manually signed shall be typed or printed signatures.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)

SEC 1141 (02-05)