

June 10, 2019



INSPIRING CONFIDENCE,  
EVERY DAY

## Lee® and Wrangler® to Open Retail Store in Greensboro, North Carolina

**GREENSBORO, N.C. – June 10, 2019** – Lee® and Wrangler®, iconic denim brands in the portfolio of global lifestyle apparel company Kontoor Brands (NYSE: KTB), today announced the opening of the **Lee® + Wrangler® Hometown Studio** in Greensboro, North Carolina. The new co-branded store will open on Friday, June 14, 2019 in downtown Greensboro, home to Kontoor’s global World Headquarters.

“We are thrilled to offer consumers access to two of the most iconic denim brands in a unique retail setting,” said Chris Waldeck, President Global Brands, Lee®. “We look forward to becoming a staple in the heart of downtown Greensboro.”

The **Lee® + Wrangler® Hometown Studio** will feature the brands’ most popular male and female collections, including Lee®’s Vintage Modern and European Collections, Wrangler’s® Heritage and Retro Collections and rotating special collections primarily available online only at [Wrangler.com](http://Wrangler.com) and [Lee.com](http://Lee.com). The store will also feature products from Wrangler’s® Rooted Collection, which proudly celebrates North Carolina farmers with jeans made with 100 percent sustainable cotton from North Carolina.

“The store provides Lee and Wrangler a unique opportunity to create a direct connection with our consumers in Greensboro, where our company’s origins are deeply rooted,” said Tom Waldron, President Global Brands, Wrangler®. “It also provides a test-and-learn retail environment right here in our backyard, just a few blocks from Kontoor’s global headquarters.”

The Lee® and Wrangler® brands plan to use the Greensboro location for market research to better understand what consumers want in their shopping experience. This means consumers will be treated to unique and innovative experiences like custom tailoring and laser imaging, along with music and special events throughout the year.

The Lee® + Wrangler® Hometown Studio will be open Wednesday-Thursday from 11 a.m. to 7 p.m., Friday and Saturday from 11 a.m. to 8 p.m. and Sunday from 12 p.m. to 6 p.m., and will be located at 300 S. Elm St. in downtown Greensboro.

### **About Wrangler® & Lee®**

Wrangler® and Lee® helped create the denim category and continue to define modern culture today. With 200 years of combined heritage, these two powerhouse brands are poised to generate long-term global growth through industry innovations, trend-setting

design and a commitment to doing the right thing. *Wrangler*<sup>®</sup> and *Lee*<sup>®</sup> are available in retail stores worldwide, including brand flagship stores, department stores, mass-market retailers, specialty shops and online. For more information on *Wrangler*<sup>®</sup> and *Lee*<sup>®</sup>, visit [Wrangler.com](http://Wrangler.com) and [Lee.com](http://Lee.com)

### **About Kontoor Brands**

Kontoor Brands, Inc. (NYSE: KTB) is a global lifestyle apparel company, with a portfolio led by some of the world's most iconic denim brands: *Wrangler*<sup>®</sup>, *Lee*<sup>®</sup> and *Rock & Republic*<sup>®</sup>. Kontoor designs, manufactures and distributes superior high-quality products that look good and fit right, giving people around the world the freedom and confidence to express themselves. Kontoor Brands is focused on leveraging its global platform, strategic sourcing model and best-in-class supply chain to drive brand growth and deliver long-term value for its stakeholders. For more information about Kontoor Brands, please visit [www.KontoorBrands.com](http://www.KontoorBrands.com).

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