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EVERY DAY

Kontoor Brands Launches Immersive Shopping Experience with Virtual Stores for Wrangler® and Lee®

Virtual stores offer 3D 360 digital experiences that showcase the brand's most sought after products

GREENSBORO, NC — (November 17 , 2021) —As virtual and augmented reality experiences continue to transform today's consumer experience, global lifestyle apparel company Kontoor Brands, Inc. (NYSE:KTB) today announced the launch of its new virtual stores for two of the world's most iconic brands, *Wrangler®* and *Lee®*.

The [virtual stores](#) invite consumers to navigate interactive three-dimensional retail space, browsing items in a store setting before seamlessly adding them to their shopping cart. The [digital shopping experience](#) creates a striking real-world experience without the stress that can accompany in-person shopping.

Drawing from an extensive portfolio of products available online and in stores, the virtual stores will feature the brands' latest innovative design, top selling items, and current seasonal styles.

"Digital evolution is a critical component of our growth strategy as we enhance the overall omnichannel consumer experience," explains Christopher Reid, VP & GM of Global Digital at Kontoor Brands. "Through these new virtual stores, we are offering consumers a more immersive experience with our products and the opportunity to engage with our brands in a curated store experience that brings to life the unique characteristics of each of our brands.

The *Wrangler* and *Lee* virtual shopping experiences are an example of the investment Kontoor Brands is making in its ongoing digital evolution, leveraging a consumer-centric approach to engage existing customers and acquire new and younger audiences. In addition to offering a fresh way to experience the best of both digital and in-person shopping, these virtual stores provide an enhanced consumer experience while delivering on Kontoor's commitment of continued digital acceleration.

To explore the virtual *Wrangler®* and *Lee®* stores and shop 24/7, visit wrangler.com and lee.com.

About Kontoor Brands

Kontoor Brands, Inc. (NYSE:KTB) is a global lifestyle apparel company, with a portfolio led by two of the world's most iconic consumer brands: *Wrangler®* and *Lee®*. 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 a purpose-led organization 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.

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