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# Lee® and Wrangler® to Open Expanded Retail Store in New Location in downtown Greensboro, North Carolina

*Brands will host downtown block party to celebrate the store's grand opening*

**GREENSBORO, N.C. – July 21, 2021** – Lee® and Wrangler®, iconic consumer brands in the portfolio of global lifestyle apparel company Kontoor Brands (NYSE: KTB), today announced the new location of the **Lee + Wrangler Hometown Studio** in Greensboro, North Carolina. The co-branded storefront is located at 603 S. Elm St., in downtown Greensboro, also home to Kontoor Brands' global World Headquarters.

"Since opening in 2019, the **Lee + Wrangler Hometown Studio** has provided a unique opportunity for our brands to create a direct connection with our consumers in Greensboro, a community that we are proud to call home," said Chris Waldeck, EVP, Global Brand President, Lee. "The new location, just minutes from our previous location on South Elm Street, offers an expanded retail footprint that we can leverage as a test-and-learn environment, offering local consumers a taste of the latest retail trends along with our iconic denim products."

The **Lee + Wrangler Hometown Studio** will feature the brands' most popular male and female collections, including *All Terrain Gear by Wrangler* and the *Lee's Women's Heritage* collection. The store will also feature rotating, limited edition brand collaborations. In addition to unique product availability, the store will offer unique and innovative retail experiences like custom tailoring and laser imaging, along with music and special events throughout the year.

To celebrate the new storefront grand opening, the **Lee + Wrangler Hometown Studio** will host a free, family friendly block party on Friday, August 6, 2021 from 5 p.m. to 9:30 p.m. that will feature live music by local Greensboro band, Jukebox Rehab, in addition to several opening acts including local artist J Timber; food and beverages will also be available for purchase. Event attendees are encouraged to adhere to applicable guidelines from local health authorities regarding outdoor gatherings.

The **Lee + Wrangler Hometown Studio** grand opening event will kick-off the Friday Night Live concert series sponsored in partnership with Downtown Greensboro Inc. that will feature live music every Friday evening in the month of August at the East Lewis Street location.

Following the grand-opening on Friday, August 6, the **Lee + Wrangler Hometown Studio** will be open Wednesday-Saturday from 11 a.m. to 7 p.m. and Sunday from 12 p.m. to 6 p.m.

**About Wrangler® & Lee®**

*Wrangler*<sup>®</sup> & *Lee*<sup>®</sup> 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 two of the world's most iconic consumer brands: *Wrangler*<sup>®</sup> and *Lee*<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 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](http://www.KontoorBrands.com).