

BEST  MADE*

LAUNCH

BEST MADE BY DTC

F/W 2021

CAMPAIGNS

September 9, 2021

BEST  MADE*

Best Made
BY
Duluth Trading Co.

We welcomed Best Made as part of Duluth Trading, having been long admirers of the timeless courage and love of materials that are its hallmarks. We're proud to shepherd that spirit into the future, offering iconic Best Made clothing and outerwear, now made with Duluth's high standard of manufacture, testing and quality, and covered by our legendary guarantee.

Introducing Best Made by Duluth Trading.

The best is no longer to come. It's waiting for you here.

EXCEPTIONAL
APPAREL



EXCEPTIONAL
QUALITY

Best Made
by
DULUTH TRADING CO.

INTRODUCING THE BEST YET OF

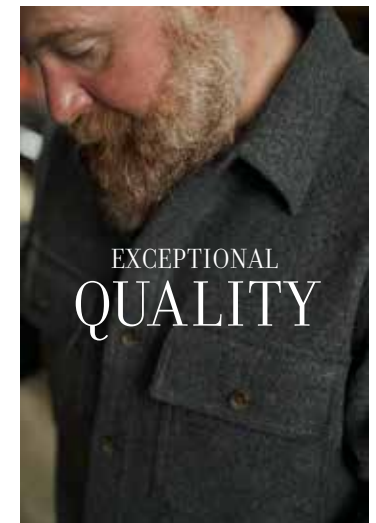
BEST MADE  DULUTH TRADING CO.

Reborn and Adventure Bound

BEST MADE BY DULUTH TRADING CO.

EXCEPTIONAL.
ONWARD.

BEST MADE BY DULUTH TRADING CO.



BEST  MADE*

HERO APPAREL

BEST MADE BY DULUTH TRADING CO.

OUTERWEAR COLLECTION

ENSURES THE CHILLS COME
ONLY FROM THE VIEW

FORTIFIED AGAINST
WINTER'S WORST

WONDER DOESN'T WAIT
FOR FINE WEATHER

PERFORMANCE FOR
WINTER WANDERING



3L DOWN PARKA

B2183

ENGINEERED TO
TRAVERSE THE ADVERSE

IT PROVIDES 800-FILL WARMTH.
YOU PROVIDE THE EXPLORER'S SOUL.

3 LAYERS OF PROTECTION
FOR WILDER WINTER PURSUITS



PORTUGUESE FLANNEL

B2220

TAILORED FOR WARMTH.
PRIMED FOR ADVENTURE.

PORTUGUESE FLANNEL
AMONG THE WORLD'S FINEST
FOR CENTURIES

EXPERIENCE EXTRAORDINARY
WARMTH, SOFTNESS, LONGEVITY



SHETLAND SWEATER

B2189

PERFECTLY SPUN. FULLY FASHIONED.
HARDY AS A SCOTTISH THISTLE.

A TRUE YARN OF
MASTERFUL CRAFTSMANSHIP

THE COLD NORTH SEA INSPIRES
WEALTHS OF WARMTH



DENIM

WASHED DENIM SHIRT | B2178

THE DONE-BETTER
DENIM SHIRT

TIMELESS. TOUGH.
ENDLESSLY PRACTICAL.



SELVEDGE USA MADE DENIM | B2166

AN ICON OF
INDUSTRIOUSNESS

SELVEDGE JEANS:
SOME OLD WAYS
ARE STILL THE BEST



BEST  MADE*

HERO NON-APPAREL

BEST MADE BY DULUTH TRADING CO.

BALL CAPS

B2200 | B2201 | B2202

JAPANESE BALL CAP:
INDIGO'S APPEAL GOES BACK AGES

CANVAS BALL CAP:
BREATHABLE YET RUGGED
ENOUGH FOR HARD USE

WOOL BALL CAP:
THE CLASSIC KING OF CAPS

JAPANESE BALL CAP



CANVAS BALL CAP



WOOL BALL CAP



BANDANAS

B2197 | B1827 | B1506 | B1756 | B1823

SIMPLE. PRACTICAL.
ENDLESSLY VERSATILE.

FOR EVERYTHING FROM A
GREAT HANDKERCHIEF TO A
MAKESHIFT FORAGING SACHET

A TOOL WITH
UNLIMITED UTILITY

BEST MADE BANDANA



ABSTRACT BANDANA



JAPANESE BANDANA



JAPANESE AXE BANDANA



VALENTINE'S BANDANA



LEATHER BAGS

B2122 | B2121 | B2123

NOTHING BRIEF
ABOUT THIS CASE

QUITE POSSIBLY THE LAST
(AND BEST)
BAG YOU'LL OWN

A FINER UPGRADE
FOR YOUR TECHNOLOGY

BRIEFCASE



DUFFLE



LAPTOP SLEEVE



AXES

AMERICAN FELLING B2113 | B2288 (unfinished)



HUDSON BAY B2114



UNFINISHED B2289



UNFINISHED WITH CRATE B1072



SHOU SUGI BAN B1052



AXES

TOOLS OLD AS TIME.
QUALITY GREAT AS EVER.

MANKIND'S FIRST TOOL
AT ITS FINEST

MADE TO WORK.
CRAFTED TO LAST.



STRONG BOXES & METAL STORAGE

FOR SMALL THINGS
WITH GREAT MEANING

WHERE YOUR
BELONGINGS BELONG

MILITARY CONVENTION
MAKES FINE INSPIRATION

THE SAFE IN
SAFEKEEPING

STRONGBOX



TOOLBOX



ROLLING FOOTLOCKER



GERSTNER CHESTS

B2116 | B1511 | B1205 | B1429

A LEGACY OF
ORDERLY WORKMANSHIP

WORTHY HOMES FOR
TREASURED BELONGINGS

CRAFTED FROM CHERRY.
FIT FOR GENERATIONS.

1600 TOTE



25X CHEST



41D CHEST



DUTCH TOOLCHEST



BEST  MADE*

PRODUCT VIDEOS

BEST MADE BY DULUTH TRADING CO.

3L DOWN PARKA



:15

FLANNEL



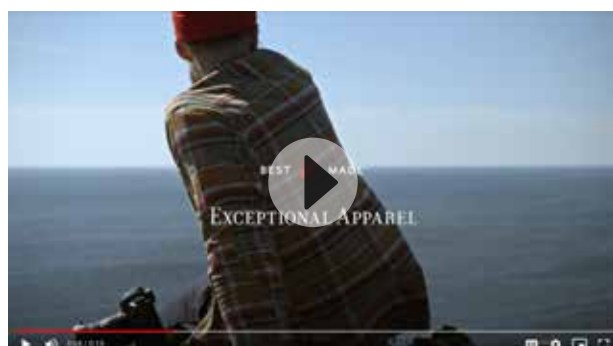
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SHETLAND SWEATER



:15

APPAREL: FLANNEL + OUTERWEAR



:15

CAMP & HOME



:06

COOK & ENAMELWARE



:06

NOTE: Additional videos in production from the Chef Abel/Nordlys Wisconsin photoshoot!

BEST  MADE*

FALL/WINTER **2021 CAMPAIGNS**

Shetland Isles

Chef Abel at Nordlys Cabin

Wilson Creek Pottery Partnership

Holiday & Gifting

USA Grown

A scenic view of a lighthouse on a rocky cliff overlooking the sea. The lighthouse is white with a black top and a yellow band. It is situated on a dark, rocky cliff that has a natural sea arch. The sea is calm and greyish-blue. In the background, there are rolling hills under a cloudy sky. The foreground shows the texture of the dark, mossy rocks.

BEST  MADE*

SHETLAND ISLES

We ventured to Scotland's Shetland Isles in search of quality.

What we found in addition was an abundance of warmth.

In the materials, yes, but also in the hospitality of the people who inhabit this chain of islands at the meeting of icy seas.

There is a steadiness that weaves through every person, cliff and crag here. Ways of life kept true, changing only as much as the stone houses – some of which predate the States.

Timeless quality. Eternally anew.

The perfect setting for the best yet of Best Made.

WARMTH
AT THE MEETING OF ICY SEAS

WELL-TESTED CHARACTER IS TIMELESS

In A Land Of Peat And Stone
ALL IS MADE TO LAST

THE CLIFFED COAST

RICHIE

A photographer (and kayaker in spare moments), Richie has left Shetland before, but is always drawn back by the islands' diversity of things to do. And also ways to see and explore Shetland in continual new light.



THE CROFTER

CHRIS

Crofting is a package of ideas we're familiar with in the US – homesteading, sustainable farming, ecological care, local community – all contained in a single Scottish word. It's also a continuation of life as it has been, for centuries on end.



THE BOAT MUSEUM

MICHAEL

The Shetland Museum Boat Shed may have a plainspoken name. But the site offers a master's class in traditional boat construction and care – a vital part of Shetland's fishing community, industry and heritage.





SWEATERS

FUEL CAN



HOME & TOOL



BARWARE



STETSON HATS



BEST  MADE*

BRAND VIDEOS

SHETLAND ISLES

THE CLIFFED COAST



3:00

THE CROFTER



3:40



:30



:30



BEST  MADE*

CHEF ABEL
AT NORDLYS CABIN

You can invent. And push. And explore. And create. But at some point, reserves need recharging. There are few finer ways to accomplish that than a retreat in the woods, no city glow on the horizon, with an excellent meal to celebrate the occasion.

**We found just that at Nordlys cabin, accompanying
Executive Chef Abel Rosas.**

The rooms and table, furnished with Best Made wares. Because a calm, welcoming space and replenishing meal both deserve nothing but the finest.

Your Next Great Adventure:

REPLENISH & RECHARGE

DINE FINE UNDER THE STARS

TABLE & SETTING

JUST AS IT SHOULD BE

BEST MADE HOME & DINNERWARE

AN ADVANCEMENT
FOR YOUR RETREATS

ABEL ROSAS

THE CHEF

Abel is Executive Chef at the Geneva Inn, as well as a personal chef for those looking to host a year-defining dinner in their homes. In his view, meals are stories, ingredients characters. A great dish is a chance to promote a small organic farm in Geneva, or introduce the adventurous to a rare pepper first grown in Melrose Park. Because quality disappears without a good-faith effort to spread the word.



CAST IRON COOKWARE

BEST MADE CAST IRON COOKWARE

PROPERLY PREPARED

COOKWARE.
FITTING FOR ANYWHERE.

LIGHTER. SMOOTHER.
THE BEST YET IN CAST IRON.

#10 CAST IRON SKILLET



#12 CAST IRON SKILLET



STAUB 3.75 QT FRENCH OVEN



10 INCH ROUND DOUBLE HANDLE GRILL



#8 CAST IRON DUTCH OVEN

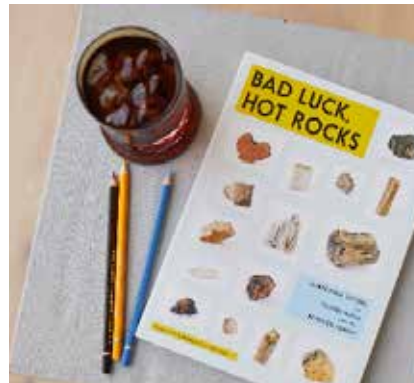


ROLF AMBER GLASS VIENNA 2PC SET B2339

ADDS A LIBERAL SPLASH
OF PANACHE

OLD FASHIONED DESCRIBES
ONLY THE TIPPLE INSIDE

A LOWBALL OF
HIGHER CHARACTER



ENAMELWARE

TABLETOP | DRINKING | SIGNS

PERFECTLY SERVED –
WHEREVER THE MEAL MAY BE

COOK RIGHT OFF THE PLATE

ATTRACTIVE AND YET
RUGGED TO THE CORE

MOTTOS WITH METTLE

ENAMEL MUG



ENAMEL BOWL



ENAMEL PLATE



ENAMEL TUMBLER



ENAMEL UTILITY POT



ENAMEL SIGNS



NOTE: The new Enamelware products are finally in! Updated PDP images are currently being shot. Lifestyle images will be corrected to match.



BEST  MADE*

WILSON CREEK
POTTERY
PARTNERSHIP



Ashley Pfannenstiel had an artistic bent and was searching for a change of pace from her hectic Chicago career. Then in 2012, she and Wilson Creek Pottery co-owner Shannon Porter discovered a little site tucked in the driftless hills of Spring Green, Wisconsin. It was a farmhouse and a pottery studio, built inside a converted 90-year-old cheese factory. Ashley has been making the 30-foot commute to her studio nearly every day since.

She still throws every vessel offered by Wilson Creek Pottery herself, firing them inside a gas-reduction kiln. While the stoneware is quite uniform piece to piece, you will find small distinct ridges on the surface – **each the literal fingerprint of the woman who made it.**

Fit To Serve Edible Works Of Art

BORN AT 2250°

HOME OVENS, FREEZERS, AND DISHWASHERS: ALL EASY BY COMPARISON.

SPECIAL HANDLING NOT REQUIRED

CRAFTED FOR BEAUTY

BUILT FOR EXTREMES

STONEWARE

Dinner Plate | Dinner Bowl | Wine Glass | Serving Bowl | Serving Tray



FALL/WINTER 2021 CAMPAIGNS | Featured at Nordlys + Holiday





BEST  MADE*

HOLIDAY & GIFTING

Exploration and adventure shouldn't be a once-a-year affair.
So consider the holidays the perfect time to encourage a lifelong habit
— by giving something designed thoughtfully, made for a lifetime in
the field. And as you gather, share your stories over a table set in
wares designed in the same spirit of quality and utility.

Because with good company and excellent food, in a deserving setting,

All is calm. And at its Best.

A CELEBRATION IS IN ORDER

GIFTS TO INSPIRE

A LIFETIME OF ADVENTURE

BEST MADE RED:

The Color Of Christmas

Gather Together

SEASON'S BEST

MADE WITH GREAT CARE

FOR THE BEST IN GOOD CHEER

OUTERWEAR ACCESSORIES

PROTECTION FROM
INCLEMENT CONDITIONS

WINTERTIME
ESSENTIALS

FINER OPTIONS TO
FEND OFF COLD

WARMTH FOR YOUR SOUL
WHEN THERE'S A NIP IN THE AIR

CASHMERE CAP OF COURAGE



LAMBSWOOL CAP OF COURAGE



LAMBSWOOL SCARF



MERINO GAITER



SHERPA JACKET & VEST

B2188 | B2268

ESSENTIAL EQUIPMENT
FOR SHIVER-FREE WINTERS

A PARTNERSHIP BETWEEN MAN'S
OLDEST AND NEWEST INSULATORS

WILD AND WOOLY.
FOR WEATHER OF A SIMILAR KIND.

JACKET



VEST



FARIBAUT BLANKET

B2148 | B2147

A THROW
150 YEARS IN THE MAKING

WOVEN WITH
AMERICAN HISTORY

CRAFTSMANSHIP
IN ITS FIFTH GENERATION

Faribault Throw



Faribault Heavyweight Blanket



PORTUGUESE FLANNEL BEDDING

B2139 | B2140 | B2141 | B2142 | B2143

WHY THE PORTUGUESE
REST EASY

PROPER REST
FOR FURTHER ADVENTURE

PORTUGUESE FLANNEL:
AMONG THE WORLD'S FINEST
FOR CENTURIES

EXPERIENCE EXTRAORDINARY:
WARMTH, SOFTNESS,
LONGEVITY



LEATHER GOODS

FUNCTIONAL. POLISHED.
TIMELESS.

SCUFFS ONLY INCREASE
THEIR CHARACTER

WEARS HANDSOMELY

COASTERS



PENCIL CASE



DEERSKIN UNLINED GLOVES



FALL/WINTER 2021 CAMPAIGNS | Additional Holiday & Gifting Hardgoods



GIFTING



KNIVES & HATCHETS



BAGS



BLANKETS



CUTTING BOARDS



BOOKS

BEST  MADE*

U.S.A. Grown

(Standard Tees and Sweats)

We searched the world for a higher standard of comfort,
and the journey led right to our own backyard. Supima®
cotton is prized for its exceptionally long, silky fibers which
offer superior strength and softness above common cotton.
There's nothing quite like it, and the cotton is grown entirely
in the United States. You can now enjoy that distinct comfort
in our updated Standard Collection of shirts and sweats.

STANDARD RAISED.

Softer Luxury. Sourced Locally.

USA-GROWN SUPIMA® COTTON COLLECTION

Cotton Held To A Higher Standard

USA-GROWN SUPIMA® COTTON COLLECTION

Superior Softness Begins At Home

USA-GROWN SUPIMA® COTTON COLLECTION

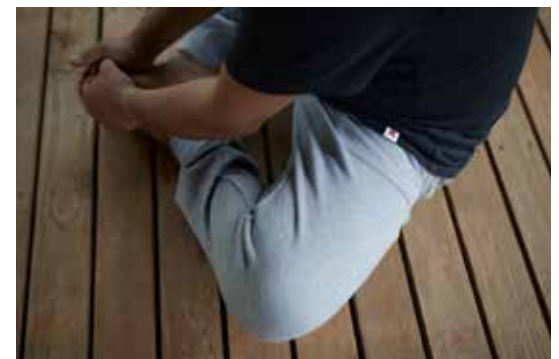
USA MADE STANDARD TEES

B2170 | B2171

SHORT SLEEVE



LONG SLEEVE



STANDARD SWEATS

B2172 | B2173 | B2174 | B2175

CREW



PULLOVER HOODIE



FULLZIP HOODIE



JOGGERS



BEST  MADE*

THANK YOU

ANY QUESTIONS?