



## **DXL Announces Becoming the Exclusive Global Big + Tall Retailer for Nautica sportswear and vineyard vines, Declares January "Official Big + Tall Month"**

January 6, 2022

CANTON, Mass., January 6, 2022 – Destination XL Group, Inc. (NASDAQ: DXLG), the leading omni-channel specialty retailer of Big + Tall men's clothing and shoes, announces today that it is expanding its line of exclusive brands for the spring season, and is also beginning 2022 by declaring January Official Big + Tall Month.

Renowned global designer Nautica sportswear and lifestyle brand vineyard vines both join DXL's growing list of exclusive brands in the Big + Tall apparel space, starting with the Spring 2022 season. The worldwide exclusive distribution leverages each brand's signature design DNA, combined with DXL's years of Big + Tall fit expertise and proprietary size specifications to deliver collections and essential items that fit great and look even better, and only at DXL. "Nautica sportswear and vineyard vines are both iconic brands that consistently resonate with consumers globally," said Allison Surette, Senior Vice President and General Merchandise Manager. "While DXL offers over 100 designer brands, we're proud of the growing business and partnership with Nautica sportswear and vineyard vines, and excited to be the exclusive home for both within the Big + Tall market," Surette continued.

In declaring January Official Big + Tall Month, DXL will be featuring its customers, the Big + Tall community, and their stories in all marketing channels, including e-mail, direct mail, video, social media, and online at DXL.COM throughout the month. Offering clothing up to size 8XL, DXL's mission is to empower Big + Tall customers to look and feel good, which will be brought to life by showcasing actual customers of all sizes all month long.

"January is usually about resolutions, and DXL is resolving to celebrate our customers throughout the month and the full year too. At DXL, we're proud to be Big + Tall, and our customers should be too," said Harvey Kanter, President and CEO. "There's a very specific reason why DXL puts a '+' in Big + Tall – it's because we are all about body positivity, inclusivity, and embracing and empowering the Big + Tall community," Kanter remarked.

January will also see DXL launch its first campaign featuring Cameron Boyland, a DXL customer from Dallas, who was the winner among thousands of applicants of DXL's Big Model Search Contest in October 2021. Cameron, size 3XL, participated in the spring season photo shoot, noting "I have my own sense of style . . . I believe the world should know that big guys can be fashionable too," echoing DXL's own beliefs.

To further celebrate Official Big + Tall Month and its customers, DXL will be running giveaways throughout January on its social media channels, with \$500 DXL gift card prizes awarded every Friday of the month. Follow @destinationxl on Instagram and Facebook for details and to enter – as well as to see and share Big + Tall customer stories.



Source: Destination XL Group, Inc.