

SGB MEDIA

R.S.V.P. Dakota Grizzly

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Dakota Grizzly, the rugged men's lifestyle clothing maker, has launched their R.S.V.P. Program – for every online sale shipped in the U.S.A., qualifying retailers will receive an annual disbursement check from online sales made.

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OUTDOOR MARKET ANALYSIS

Category	Q1 18	Q2 18	Q3 18	Q4 18
Outdoor Apparel	1.2%	1.5%	1.8%	2.1%
Outdoor Footwear	0.8%	1.0%	1.2%	1.5%
Outdoor Accessories	0.5%	0.6%	0.7%	0.8%
Outdoor Gear	0.3%	0.4%	0.5%	0.6%

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“Our mission is to grow businesses together and make long-lasting partnerships in this era of online sales. We are seeking to inclusively problem solve with our retail partners versus ‘either or’ scenarios. We are not competing – we are sharing in mutual growth. It’s all about supporting one another and

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working together.” — Joel Anderson, VP Sales, Dakota Grizzly

With the first checks now in the hands of retailers for their share of Dakotagrizzly.com’s online U.S. sales for 2017 came a letter which reads: “*It’s what we promise from us to you. **Respect** ... for the retail heritage you have built in your community. **Support** ... for your commitment to the Dakota Grizzly brand by offering outstanding customer service, professional sales staff and innovative merchandising support. **Valued** ... as the most important link to the Dakota Grizzly customer. **Partnership** ... for the future as our customer discovers the Dakota Grizzly story of Midwest Makers tradition and craftsmanship in your store and online.*”

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Dakota Grizzly’s 2018/19 collection will be presented at this year’s ORWM, Booth #46001. A rugged color palette incorporates micro-suede, wash chambray, stone field canvas, ballistic twill tapes, herringbone flannels and double-faced knits. To thank retailer for stopping by, the brand will have spirits and a chance to win a custom Corn Hole board with bags for their retail stores at the booth each day.

Photos courtesy Dakota Grizzly