

Destination XL Group, Inc.
Investor Relations Department
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United States

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NASDAQ: DXLG ¹

Last Trade:	5.08
Trade Time:	4:00 PM ET Jan 30, 2015
Change:	-0.14 (2.682%)
Day Range	4.96 - 5.31
52-Week Range	4.29 - 6.40
Volume	124,900
Market Cap. (\$M)	257.465
Shares Out (M)	50.682

¹ The stock information is provided by eSignal, stock charts are provided by EDGAR Online. Stock information is delayed approximately 20 minutes.

Company Profile

Destination XL Group, Inc. is the largest multi-channel specialty retailer of big & tall men's apparel with operations throughout the United States, Canada and in London, England. The retailer operates under six brands: Destination XL® (DXL®), Casual Male XL, Rochester Clothing, B&T Factory Direct, ShoesXL and LivingXL. Several e-commerce sites, including www.destinationxl.com, and direct mail generate the Company's direct-to-consumer business. With more than 2,000 private label and name-brand styles to choose from, big and tall customers are provided with a unique blend of wardrobe solutions not available at traditional retailers. For the first time, big and tall men can choose from Polo Ralph Lauren®, Brooks Brothers®, Lacoste®, Nautica®, True Religion®, Lucky Brand Jeans®, Levi's®, Robert Graham®, Calvin Klein®, Reebok®, Adidas Golf® and many more.

The first 4 DXL® stores were opened in 2010 and by the end of 2013, the Company had opened its 100th DXL store. The company is continuing its roll out strategy and expects to have 220-250 DXL® stores open by the end of 2017.

Fall Ad Campaign

Stock Performance



Press Releases [View all]

- Nov 21, 2014
[Destination XL Group, Inc. Reports Third-Quarter Fiscal 2014 Financial Results](#)
- Nov 5, 2014
[Destination XL Group, Inc. to Announce Third-Quarter 2014 Financial Results on November 21, 2014](#)
- Oct 31, 2014
[Destination XL Group, Inc. Announces Expanded Credit Facility and New Term Loan](#)
- Aug 28, 2014
[Destination XL Group, Inc. Reports Second-Quarter Fiscal 2014 Financial Results](#)
- Aug 26, 2014
[Destination XL Group, Inc. to Present at CL King's Annual Best Ideas Conference](#)

Events [View all]

There are no events to display at this time. Please check back later.

Financials [View all]

- [Third Quarter Financial Results](#)
- Mar 17, 2014
[Annual Report \(10-K\)](#)
- Jun 30, 2014
[Definitive Proxy Statement](#)
- Nov 21, 2014
[Quarterly Report \(10-Q\)](#)
- Aug 28, 2014
[Quarterly Report \(10-Q\)](#)
- May 29, 2014
[Quarterly Report \(10-Q\)](#)

Beginning October 23 2014, Destination XL (DXL) is back on the air...with a slight twist on the successful spring campaign, "You're Looking Good." Strategically incorporated into a solid fall lineup, DXL will grab viewers' attention on highly rated programs such as *Survivor*, *48 Hours* and *The Amazing Race*, as well as NFL and collegiate football.

The campaign dramatizes the act of getting dressed, with snippets of four men in close-up making final adjustments to their outfits inside DXL fitting rooms. As they emerge in unison, their slow-motion gait, accompanied by fanfare music, evokes a feeling of warriors preparing for battle. They stride side-by-side, confident and heroic, as one man's proud wife and DXL store associates gaze in awe at them. Each man's look represents a different lifestyle; this emphasizes the one-stop shopping experience DXL provides, with its wide selection of style options and brands. The spot also offers a glimpse inside a DXL store, showcasing its unique and eye-catching atmosphere.

"You're Looking Good" is the second national campaign for DXL, which follows last year's "No Man's Land"; the original spot depicted the struggles XL men face when shopping for clothes. The 2014 campaign takes a more solution-oriented, aspirational approach for men who wear waist size 38" and up.

The success of the campaign will be measured through a combination of factors including: brand awareness, store and web sales, traffic, and customers who are new to the brand. This latest venture continues the long-term effort to build brand awareness, affinity and, ultimately, loyalty to DXL.

... [\(more\)](#)

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