

Armando Cabral, Model and Luxury Footwear Designer, Is Featured in the First Installation of Allen Edmonds New “My Life’s Work” Brand Platform

9/7/2021

Featuring a Capsule Collection of His Luxury, Namesake Brand and His Take on an Allen Edmonds Classic

Allen Edmonds Unveils “My Life’s Work” Campaign

ST. LOUIS--(BUSINESS WIRE)-- Leading American men’s hand-crafted footwear brand, Allen Edmonds, believes staying true to your roots is everything. For Allen Edmonds, their life’s work is more than what they make, it’s how they make it. The stories, the people, the pride that come with the passion for making. Born in Port Washington, Wisconsin and still making shoes by hand there, Allen Edmond’s passion and relentless pursuit of making lasting contributions to their craft drives their Life’s Work. The “My Life’s Work,” campaign is a direct line between its founding in 1922 and the legacy they choose to carry forward. To craft something meaningful. In Life. In Work.

Armando Cabral featured in first installation of Allen Edmonds new, “My Life’s Work,” brand platform (Photo: Business Wire)

Throughout the campaign, Allen Edmonds will profile people whose journey, passion and

style are notable in their life’s work and contributions to their craft. Volume 1 features fellow shoemaker, global citizen, and model Armando Cabral, lensed by Cliff Watts and styled by Marcus Paul, and brings into focus Cabral’s luxury namesake men’s brand, his pride of his African heritage and commitment to giving back.

“Personally, my life’s work, is about creating beautiful things, rediscovering the history of my heritage and most importantly contributing to society by creating a body of work that will leave a legacy of great contribution,” said Armando Cabral. “I feel Allen Edmonds is a heritage brand who shares a mutual respect of the craft – you don’t start

a company from one day to another and be 100 years old, it's because you're doing something right. I welcomed the opportunity to collaborate with them. We can learn from one another," he said.

The partnership includes shining a light on the luxury footwear collection that bears his name: Timed with the campaign launch, a curated collection of Armando Cabral styles will be available for purchase online at AllenEdmonds.com. Six featured styles draw inspiration from his signature pano di pinti, a unique social and cultural hand-woven textile of his native Guinea-Bissau. The weavings reveal the diversity of his country and its people and when integrated with European design and bespoke craftsmanship, bring something completely new to the market.

"At Allen Edmonds, we are continuously looking for inspiration in our never-ending pursuit of making beautiful shoes," said Jay Schmidt, President Caleres. "When we met Armando, we bonded over our love of shoes and quickly learned we shared many values and desires, including leaving a legacy of pronounced contribution. As an authority in men's footwear for 100 years, we are proud to support and partner with inspired makers who are also constantly evolving in their singular pursuits."

Cabral was also invited to work with Allen Edmonds' designers who run the brand's customization program to create his own version of the classic eco-conscious Discovery Moto Boot. Each of the pairs in this limited drop are hand crafted in Port Washington, Wisconsin and touched by over 45 skilled makers. 100 percent of the proceeds will be donated to Armando's philanthropic efforts to benefit the African community and important social justice causes.

"Creating a custom design for Allen Edmonds was such an honor for me. I selected the motto boot because it's a classic with ties to American culture. It's versatile and if crafted properly, a piece you will have for seasons to come," said Cabral. "I wanted to bring my personal take on this style, to give it the Armando Cabral touch. The addition of a harness strap, a heavy buckle and a wider tooth on the stitching, each detail inspired by authentic motto boots juxtaposed on Allen Edmond's modern silhouette."

Allen Edmonds plans to unveil several volumes of "My Life's Work" during its coming 100th year in 2022, along with their American Style Series to champion craft, heritage and the beautiful journey that is the endless pursuit of perfection. Learn more at www.allenedmonds.com.

About ARMANDO CABRAL

African textile influences, European design, and bespoke craftsmanship are encapsulated in designer Armando Cabral's fresh take on his heritage. Each purchase delivers a donation supporting education and development in Africa & Social Justice causes in the United States

About Allen Edmonds

Celebrating 100 years in 2022, Allen Edmonds Shoe Corporation is a U.S.-based manufacturer of premium men's footwear and accessories. Crafted in the US using only premium leathers via a 212-step process, Allen Edmonds dress and casual shoes are a timeless and sophisticated representation of American style. To ensure they can be worn for a lifetime or passed down as an heirloom, the brand offers shoe recrafting services out of its Port Washington, Wisconsin headquarters, which has saved over 500,000 pairs of shoes from landfills over the last 10 years.

About Caleres

Caleres is the home of today's most coveted footwear brands and represents a diverse portfolio spanning all of life's styles and experiences. Every shoe tells a story and Caleres has the perfect fit for every one of them. Our collections have been developed and acquired to meet the evolving needs of today's assorted and growing global audiences, with consumer insights driving every aspect of the innovation, design, and craft that go into our distinctly positioned brands, including Famous Footwear, Sam Edelman, Naturalizer, Allen Edmonds, Vionic, Dr. Scholl's Shoes, and more. The Caleres story is most simply defined by the company's mission: Inspire people to feel great...feet first.

Holly Campbell

hcampbell@caleres.com

Source: Caleres