

# Two American Originals Unite: Dr. Scholl's Shoes and Wrangler® Debut Limited-Edition Capsule Collection

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A collaboration that blends Western codes, retro Americana and all-day comfort

GREENSBORO, N.C.--(BUSINESS WIRE)-- Two icons of American style have teamed up to create a limited-edition collaboration built on Dr. Scholl's signature footwear styles and Wrangler's Western heritage. Launching on March 24, the capsule features five classic Dr. Scholl's Shoes silhouettes, including their iconic Original Sandal and the viral Time-Off Max Sneaker, in a variety of fresh new Wrangler-inspired colorways and prints and one denim leather trim jacket with signature 'W' stitching.

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As Year of the Horse kicks off and just in time for festival season, these two heritage

labels (Dr. Scholl's Shoes, a brand in the Caleres (NYSE: CAL) portfolio, was established in 1924 and Wrangler in 1947) have co-created a capsule defined by a nostalgic Americana aesthetic designed to deliver both standout Western style and all-day comfort.

"Dr. Scholl's and Wrangler are two American heritage brands rooted in comfort and freedom of expression," said Katie Moore, vice president of design for Dr. Scholl's Shoes. "This collab is the perfect combination of the iconic comfort Dr. Scholl's is known for with Wrangler's signature Western vibes. Featuring everything from nostalgic wood-soled sandals and clogs to fresh takes on the viral Time Off sneaker, these styles perfectly capture what's trending in fashion right now. Special touches like Western-inspired metallic buckles and rivets, cow-printed calf

hair, perforated leathers and Wrangler denim fabrics make this a collab you can't miss."

"Nostalgic footwear is having a massive moment in fashion right now, and Dr. Scholl's is at the very center of that revival," said Holly Wheeler, vice president of global brand marketing at Kontoor Brands. "When you picture the quintessential summer uniform, it's a pair of our classic Wrangler denim cut-off shorts styled effortlessly with the Dr. Scholl's Original Sandal. This partnership makes perfect sense right now because we're uniting two authentic heritage staples to create a head-to-toe look that feels deeply familiar, yet incredibly relevant for today's consumers."

This collaboration is designed for those looking to channel their inner cowgirl without sacrificing ease and wearability. Fans of both brands can step into the season with the following styles:

- Original Wrangler: A true American icon since 1959, the Original Sandal reimagined the Wrangler way with bronzed metallic hardware and a standout leather, calf hair or denim strap.
- Original Rodeo: Retro wooden platform sandals that marry Wrangler's Western vibes with Dr. Scholl's Shoes' iconic comfort, finished with signature bronzed hardware and available in white leather or calf hair
- Original Ranch: Vintage-inspired wood clogs with Wrangler's must-have styling, featuring soft suede and leather uppers with charming eyelet cutouts.
- Time Off Max: Viral comfort gets a Wrangler twist in a platform version of social media's favorite Time Off sneaker, designed with white and light blue denim uppers.
- So Wrangler: Western-style slide sandals with iconic bronze buckles and soft white or black denim.
- Denim Leather Trim Jacket: Pull your look together in this expertly crafted Wrangler denim jacket with soft leather trim, signature "W" stitching and bronzed hardware to match your new favorite shoes.

The limited-edition Dr. Scholl's x Wrangler collection will be available online at [Wrangler.com](http://Wrangler.com) and [DrSchollsShoes.com](http://DrSchollsShoes.com). Prices for the shoes will range from \$80 to \$200, and the denim jacket will retail for \$149.99 (only available on [Wrangler.com](http://Wrangler.com)).

## About Wrangler®

Wrangler®, of Kontoor Brands (NYSE: KTB), has been an icon in authentic American style for 75 years. With a rich legacy rooted in the Western lifestyle, Wrangler is committed to offering superior quality and timeless design. Its collections for men, women, and children look and feel great, inspiring all those who wear them to be strong and ready for everyday life. Wrangler is available in retail stores worldwide, including flagship stores in Fort Worth and Greensboro, department stores, mass-market retailers, specialty shops, top western outfitters and online. For more information, visit [Wrangler.com](http://Wrangler.com).

## About Dr. Scholl's Shoes

Dr. Scholl's Shoes, a brand in the Caleres portfolio, is an American heritage brand proudly rooted in comfort and individuality starting with our founder, Dr. William Scholl. A comfort revolutionary, Scholl changed the shoe game forever, opening the first Foot Comfort Shop in 1924 and transforming the face of fashion in the '60s with the Original Wooden Exercise Sandal that lives on today. At Dr. Scholl's, we're dedicated to crafting iconic, versatile shoes where quality and comfort always come first.

## About Caleres

Caleres is a market-leading portfolio of global footwear brands that includes Famous Footwear, Sam Edelman, Stuart Weitzman, Allen Edmonds, Naturalizer, Vionic and more. Our products are available virtually everywhere - in the more than 1,000 retail stores we operate, in hundreds of major department and specialty stores, on our branded e-commerce sites and on many additional third-party retail platforms. Combined, these brands make Caleres a company with both a legacy and a mission. Our legacy is nearly 150 years of craftsmanship and our passion for fit, while our mission is to continue to inspire people to feel great... feet first. Visit [caleres.com](https://caleres.com) to learn more about us.

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