

Vionic Names Gabby Reece as First-Ever Well-Being Ambassador

2025-08-05

The iconic athlete and wellness leader joins forces with the science-based footwear brand to redefine wellbeing from the ground up.

ST. LOUIS--(BUSINESS WIRE)-- Vionic, the footwear brand rooted in biomechanics and the science of movement and a lead brand in the Caleres (NYSE: CAL) portfolio, introduces its first-ever well-being ambassador: Gabby Reece. A world-class athlete and wellness advocate, she believes everyone is an athlete, not by physical definition but by mindset. In this role, Reece brings her philosophy centered around movement as the vital tool for wellbeing to Vionic. She is featured in the brand's fall campaign and content vehicles. The partnership underscores Vionic's commitment and distinction in creating footwear equally rooted in science and style.

Vionic names world class athlete and wellness advocate Gabby Reece as its first-ever well-being ambassador.

"Vionic has tremendous long-term potential, unique authority in science-backed movement

and an unwavering commitment to innovation. As we honor and build upon the Vionic brand heritage, we look to deepen its distinction and expand its relevance in ways that are both authentic and hard to replicate," said Jay Schmidt, president and chief executive officer of Caleres. "Vionic's partnership with Gabby Reece illustrates our lead brand strategy in action and reflects our focus on long-term brand-building that drives value over time."

A beach volleyball legend, bestselling author, podcast host, and co-founder of Laird Superfood, Reece brings a lifelong dedication to movement, balance, and high-performance living to her role as Vionic's ambassador. She

personifies the brand's core values of strength, resilience, innovation and its belief that wellbeing starts with movement.

"I believe what you put on your feet in the morning matters. This isn't just a collaboration - it's a commitment to redefining well-being from the ground up," said Reece. "Vionic understands that function is not a compromise - it's the foundation. When paired with thoughtful, beautiful design, that's when it truly works. I've worn Vionic shoes for years, so joining the brand in a meaningful way feels like a natural fit."

As part of her ambassador role, Reece will create engaging content, lead conversations around well-being, and collaborate with the Vionic team to design the brand's most high-performance and technologically advanced walking shoe to date. Reece made history as the first female athlete to design a shoe for Nike. From that iconic partnership to this one, Reece understands the importance of form and function, a common theme throughout her life. The design of the sneaker captures Reece's belief in strength and grace in equal measure and a reflection of a commitment to show up for yourself every day. The sneaker is slated to launch in Spring 2026.

Follow along and learn more at [VionicShoes.com](https://www.vionicshoes.com) and on social at [@VionicShoes](https://www.instagram.com/VionicShoes).

About Vionic Shoes:

Vionic designs its VIO-MOTION technology into every shoe it makes, resulting in unparalleled stability, ultimate arch support, and cushioning. As pioneers in foot health with a global team of experts behind the brand, Vionic brings a fresh perspective to fashionable, supportive footwear. Featuring a wide range of silhouettes, premium materials, and thoughtful design for women and men, Vionic offers the style you want with the comfort you crave across a vast selection of active, casual & dress options, sandals, and slippers. Press features for Vionic include the cover of O, The Oprah Magazine, as well as coverage in InStyle, Women's Health, BuzzFeed, Refinery29, Men's Health, Travel + Leisure, People, and on The Today Show. For additional information about Vionic footwear, visit www.vionicshoes.com.

About Caleres:

Caleres is a market-leading portfolio of global footwear brands that includes Famous Footwear, Sam Edelman, Allen Edmonds, Naturalizer, Vionic and more. Our products are available virtually everywhere - in the nearly 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://www.caleres.com) to learn more about us.

About Gabby Reece:

Gabby Reece is a volleyball legend, inspirational leader, and trailblazer in health and fitness. She's a New York Times bestselling author, devoted wife and mother, and a powerful voice in the wellness space. As host of The Gabby Reece Show, a top-rated podcast, she interviews leading experts in health, wellness, sports, psychology and business to deliver valuable, actionable insights to her audience. Reece is also the Co-Founder of XPT (Extreme Performance Training™) and Laird Superfood, continuing her mission to lead and innovate within the health and fitness industry.

Media Contact:

Anna Clayton

anna@bollare.com

Source: Caleres