

## **Brown Shoe Celebrates Fashion's Night Out in Los Angeles, New York, San Francisco**

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ST. LOUIS

### *Famous Footwear, Naturalizer, Via Spiga, Carlos by Carlos Santana, Fergie Footwear to participate*

Brown Shoe Company, Inc. (NYSE: BWS, [www.brownsheo.com](http://www.brownsheo.com)), a global footwear company that inspires people to look and feel good every day with a compelling portfolio of loved and trusted brands, is celebrating the second annual Fashion's Night Out on September 10 from coast to coast.

Five of Brown Shoe's brands will participate in Fashion's Night Out, offering consumers a variety of activities in various cities, from the chance to go "Shoe Crazy" with a Famous Footwear shoe shopping spree in New York, to the opportunity to meet Carlos Santana in San Francisco or Fergie in Los Angeles, both of whom collaborate with Brown Shoe on footwear collections.

Specifically, Brown Shoe's Fashion's Night Out events include:

#### NEW YORK

#### **Famous Footwear, 250 W. 34th St. (Penn Plaza), 6:00-11:00 p.m.**

Danielle Monaro, co-host of Z100's Elvis Duran Morning Show, will be on hand from 6-8 p.m. at Famous Footwear's 34th Street store, offering fashion tips and prizes. Additionally, Famous Footwear will hold four drawings (at 7 p.m., 8 p.m., 9 p.m. and 10 p.m.) for consumers to win a "Shoe Crazy" Shopping Spree - 30 seconds to run through Famous Footwear's store and grab as many free pairs of shoes as they can, one pair at a time. The crowd will cheer them on as the winner streaks through the aisles, making lightning-fast decisions on which of the thousands of pairs of shoes they want to grab for themselves. You can learn more about "Shoe Crazy" Shopping Spree at <http://famousfootwear.tv/v/8838/shoe-crazy-at-famous-footwear/>. Second- and third-place winners for each drawing will win a pair of shoes and a \$25 gift card, respectively. Other excitement during the evening will include a DJ and special giveaways.

#### **Naturalizer, 712 Lexington Avenue and 1460 Broadway (Times Square), 6:00-11:00 p.m.**

Customers shopping at Naturalizer during Fashion's Night Out - both at the Lexington Avenue store and the newly opened Times Square location on Broadway - will be entered to win a \$500 Naturalizer gift card, with one winner per store. Both stores will offer refreshments and the latest in fall footwear.

#### **Via Spiga, 487 Broadway (Soho), 6:00-11:00 p.m.**

Via Spiga will host a Fall Fashion Preview, with in-store specialists sharing fall fashion tips and helping customers find the right shoes for their fall wardrobe. Customers can enter for a chance to win footwear from Via Spiga's limited edition 25th Anniversary collection, a collaboration with renowned jewelry designer Kenneth Jay Lane, and will receive a pair of Via Spiga aviator sunglasses and an oversized anniversary tote with a purchase.

#### SAN FRANCISCO

#### **Carlos by Carlos Santana @ Macy's Union Square, 170 O'Farrell Street, 6:00-7:00 p.m.**

Legendary guitarist and musician Carlos Santana will make a special appearance at Macy's Union Square location during Fashion's Night Out to meet consumers and showcase the fall collections of his Carlos by Carlos Santana footwear and handbag lines. Carlos will sign autographs for as many customers as possible during the one-hour event. Customers who make a Carlos by Carlos Santana purchase during the event will also receive a special gift.

#### LOS ANGELES

#### **Fergie Footwear@ Nordstrom at The Grove, 189 The Grove Drive, 9:00-9:45 p.m.**

Six-time Grammy award-winning artist, actress and shoe maven Fergie will make a special appearance at Nordstrom at The Grove to highlight her Fergie Footwear fall 2010 collection and talk shoes with fashionistas and fans.

Fashion's Night Out was created in 2009 by *Vogue*, the Council of Fashion Designers of America, NYC & Company and the City of New York to celebrate and support the fashion and retail industries with full-price shopping.

## **About Fashion's Night Out**

Fashion's Night Out (FNO) is an unprecedented global initiative created to celebrate fashion, restore consumer confidence, and boost the industry's economy. In the United States, the program is a collaboration between American *Vogue*, the Council of Fashion Designers of America, NYC & Company, and the City of New York. On September 10 Fashion's Night Out will return to New York City and launch in cities nationwide to put the fun back in shopping, with designer appearances, live windows, celebrity guests, and other special events. Around the world, and led by 15 international Vogue editions (Australia, Britain, China, France, Germany, Greece, India, Italy, Japan, Korea, Portugal, Russia, Spain, Taiwan, and Turkey), each country will celebrate Fashion's Night Out on one night between Sept 7 and Sept 16. Fashion's Night Out will be the subject of a one-hour special on CBS on September 14. For more information visit [www.fashionsnightout.com](http://www.fashionsnightout.com), powered by QVC, or join us on Facebook and Twitter ([www.twitter.com/fnonyc](http://www.twitter.com/fnonyc)).

## **About Brown Shoe Company, Inc.**

Brown Shoe is a \$2.4 billion global footwear company. Brown Shoe's Retail division operates Famous Footwear, a leading family branded footwear destination with over 1,100 stores nationwide and e-commerce site [FamousFootwear.com](http://FamousFootwear.com), approximately 270 specialty retail stores in the U.S., Canada, and China primarily under the Naturalizer brand name, and footwear e-tailer [shoes.com](http://shoes.com). Through its wholesale divisions, Brown Shoe designs and markets leading footwear brands including Naturalizer, Dr. Scholl's, Franco Sarto, LifeStride, Etienne Aigner, Sam Edelman, Via Spiga, Vera Wang Lavender and Buster Brown. Brown Shoe press releases are available on the Company's website at [www.brownsheo.com](http://www.brownsheo.com).

## **Language:**

English

## **Ticker Slug:**

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