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VIA SPIGA DEBUTS FALL 2016 ADVERTISING CAMPAIGN FEATURING JACQUELYN JABLONSKI

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Via Spiga debuts its new fall 2016 advertising campaign featuring model Jacquelyn Jablonski, shot by photographer Nagi Sakai and produced by Vogue Studio.

Jablonski assumes several poses, with an emphasis on form, which lends an effortless yet alluring sensibility to the images.

The campaign features a variety of suede styles from the fall 2016 collection including: the *Ophira* over-the-knee boot in dark taupe, the *Giada* creeper loafer with leather tassels in steel, the *Daisie* bootie with a caged box heel detail in black and the *Bristol* stiletto bootie with leather tassel detail in steel.

Via Spiga offers an option for every mood and occasion; from updated classics and flirty styles to vibrant colors and luxe materials.

“Via Spiga is thrilled to have Jacquelyn as the new face of the fall 2016 campaign,” said Jay Schmidt, president, Caleres Brand Portfolio. “Her cool demeanor and magnetic approachability connect perfectly with the Via Spiga woman and our consumer base.”

The campaign launched in print and online in mid-August. Outdoor advertising will run in New York City and Chicago throughout September. The collection will be available for purchase on ViaSpiga.com and at major department stores in the U.S. including Nordstrom and Bloomingdale’s.

ABOUT VIA SPIGA

Established in 1985 and named after one of the most famous shopping districts in Milan, Via Spiga stands for the finest Italian design. With sleek and architectural designs, Via Spiga’s collection of footwear and accessories brings high fashion off the runways to fashion-conscious women around the globe.

ABOUT CALERES

Caleres is a diverse portfolio of global brands, which fit people’s lives: Family, Healthy Living and Contemporary Fashion. Our products are available virtually everywhere - in the over 1,200 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 websites. Famous Footwear and Famous.com serve as our Family brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, LifeStride, Bzees and Rykä represent our Healthy Living brands. Combined, these brands help make Caleres a company with both a legacy and a mission. Our legacy is our more than 130-years of craftsmanship, our passion for fit and our business savvy, while our mission is to continue to inspire people to feel good…feet first. Visit caleres.com to learn more about us.

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