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# Sam Edelman Debuts Spring 2016 Advertising Campaign

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Sam Edelman has gone back to its roots for spring 2016, calling upon photographer Kelly Klein to shoot the brand's latest ad campaign. No stranger to the brand, Klein was an early collaborator having shot campaigns for Sam Edelman in 2010 and 2011. Inspired by laidback luxury, the shoot took place poolside at a private residence in Palm Beach. The models' faces are intentionally obscured throughout allowing the consumer to envision themselves in each moment.

"This series of images embodies the aspirational essence of our brand," said Sam Edelman, designer, founder and division president for the Sam Edelman division of Caleres. "We want to inspire our customer to live life well, with effortless style."

The Sam Edelman iconic Gigi thong sandal is featured as the hero product of the campaign, and is shown in an array of spring colorways.

Images from the shoot will appear in print ads in Elle, Harper's Bazaar, InStyle, Marie Claire, Vanity Fair, Vogue, Footwear News and Women's Wear Daily along with various regional publications. An extensive digital and billboard campaign will launch in tandem.

**ABOUT SAM EDELMAN**

Since its inception in 2004, designer Sam Edelman's eponymous brand has quickly emerged as a favorite among celebrities and fashionistas around the globe. Bringing more than 30 years of experience developing some of the most renowned contemporary shoe brands, Edelman's designs reflect his creative sensibility, delivering items that are eminently fashionable and beautifully constructed at an attainable price point. With the addition of apparel, jewelry and handbags, Sam Edelman has grown into a complete lifestyle brand, dressing the "Sam Girl" from toe to head. With flagship locations in New York City's Soho shopping district and on North Beverly Drive in Los Angeles, Sam Edelman continues to expand its retail presence worldwide. The Sam Edelman brand is a division of Caleres.

**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 ecommerce 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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