

Dr. Scholl's Shoes Celebrates the 60th Anniversary of the Iconic Original Exercise Sandal

Release Date:

Monday, May 6, 2019 4:27 pm CDT

Terms:**Dateline City:**

ST. LOUIS

60 years ago, one sandal changed everything. Now, the fashion revolution continues in a modern-meets-vintage collection inspired by the Summer of Love.

ST. LOUIS--(BUSINESS WIRE)--The year was 1959. Artists were moving to SoHo, Diana Ross had just formed The Supremes and Dr. Scholl's introduced the original exercise sandal that would become the favorite of a new generation of women who were defining empowerment, creativity and style on their own terms.

Fast-forward 60 years and Dr. Scholl's Shoes is celebrating the one shoe that started it all, the Original Sandal, with the "Forever Original" collection, featuring eight fresh interpretations of the Original Sandal perfect for sandal season. Shoppers can check out the full collection at drschollsshoes.com.

The "Forever Original" collection is a celebration of the iconic sandal with different styles and silhouettes that are sure to delight Dr. Scholl's fans. The collection includes: the Originally, a fresh take on the iconic silhouette and wood footbed paired with modern jelly straps and coordinating pops of color on the outsole; the Original Mix, a low-heeled variation that is true to the classic silhouette with a retro-inspired feel; the Original EVA, a close mirror to the Original Sandal but offering a colorful rubber-like construction that is lightweight, flexible and perfectly pool-ready; the Laid Back, a modern footbed sandal construction paired with a buckle strap; and the iconic Original Sandal with its artisanal wooden sole, contoured footbed and signature buckle closure.

"The Original Sandal is a style that we love to spotlight every summer and has proven itself to be a timeless design in any decade. While we still love (and wear!) the first iteration of the sandal, we are excited to show new interpretations in honor of its 60th anniversary—artfully reworking this classic with today's consumer in mind," said Katie Moore, design director, Dr. Scholl's Shoes.

Over the last six decades, the Original Sandal has been a perpetually recognizable fashion icon spanning generations in pop cultural relevance. First spotted on celebrities in 1965, including some of the world's first supermodels Jean Shrimpton and Twiggy, the sandal has continued to reappear at the forefront of fashion, including an appearance on Isaac Mizrahi's runway in 1993; on the feet of Sarah Jessica Parker's shoe-obsessed *Sex and the City* character Carrie Bradshaw in 2002 and recently spotted on Jennifer Aniston.

"The 'Forever Original' collection symbolizes our brand spirit in many ways," said Keith Duplain, senior vice president and general manager of Dr. Scholl's Shoes. "It keeps us grounded in our brand heritage and the mission of Dr. William Scholl, who created the first Foot Comfort Shop decades ago. It also represents our drive to continue to innovate as we respond to consumers' interests and expectations."

The "Forever Original" collection is available now in anticipation of what the brand believes is sure to be not just another sandal season, but the *summer of Dr. Scholl's*.

ABOUT DR. SCHOLL'S

William Scholl was an inventor and entrepreneur who created products to comfort feet. In the 60's, he designed a simple wood sandal with a brightly colored strap inspired by a vintage clog he found on his travels. He set out to make a shoe that was good for one's health and ended up creating an enduring fashion icon.

Today, we share his same passion and approach. Our vision is to create innovative footwear with uncomplicated, playful style for a healthier life. We obsess as much about how shoes feel when you slip them on, as how your feet feel at the end of the day. We strive to make active feel at ease. With the belief that function and fashion should always be in perfect harmony, we design for your everyday life in the real world.

We're inspired by natural beauty that is timeless and relaxed. We love effortless style no matter the season, the authentic heritage of American design, and fashion that's simple, yet full of surprises. Our heritage is one where well-being and fashion meet unexpectedly and it's in the unlikely union where we find inspiration and discover endless possibilities.

ABOUT CALERES (NYSE: CAL)

Caleres is a diverse portfolio of global footwear brands. 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 offers great casual and athletic brands for the entire family with convenient, curated, affordable collections. Sam Edelman keeps expressive women in step with the latest trends in a playful, whimsical way. Naturalizer shoes are beautiful from the inside out, with elegant simplicity and legendary fit reimagined for today's consumer. Allen Edmonds combines old world craft with new world technology to create luxe footwear for the discerning man who wants sophisticated, modern classics. Rounding out our family of brands are Vionic, Vince, Franco Sarto, Dr. Scholl's Shoes, LifeStride, Via Spiga, Diane von Furstenberg, Blowfish Malibu, Bzees, Carlos by Carlos Santana, Circus by Sam Edelman, Fergie, and rykå. Combined, these brands make Caleres a company with both a legacy and a mission. Our legacy is our more than 140 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 to learn more about us.

Language:

English

Contact:

Holly Campbell
hcampbell@caleres.com

Ticker Slug:

Ticker: CAL
Exchange: NYSE

Source URL: <https://investor.caleres.com/press-release/dr-scholls-shoes-celebrates-60th-anniversary-iconic-original-exercise-sandal>