

## Fashion Maven Libby Edelman Celebrates Fashion's Night Out With Lord & Taylor in New York City

**Release Date:**

Friday, September 10, 2010 7:08 am CDT

**Terms:**

**Dateline City:**

ST. LOUIS

*Consumers can meet Libby and customize their own libby. edelman ballet flats*

**WHO:** Footwear industry icon and designer Libby Edelman is celebrating Fashion's Night Out with women who love shoes.

Libby will make a special appearance at Lord & Taylor's Manhattan location during Fashion's Night Out. Using limited edition charms inspired by New York City, consumers who purchase a pair of libby. edelman ballet flats can personalize them for a signature look. Guests can mention the password "Squeex" -- Libby's beloved dog -- to receive a surprise gift. There will also be an enter-to-win drawing for a pair of shoes from the fall libby. edelman collection. (No purchase necessary. Must be US resident 18 years or older. See ballot for details.)

**WHAT:** For more information, visit [www.libbyedelman.com](http://www.libbyedelman.com), or follow the brand on Facebook.

**WHEN:** Fashion's Night Out

Friday, September 10

7:00-9:00 p.m.

**WHERE:** Lord & Taylor

2nd Floor

424 5th Avenue

New York, NY 10018

**ABOUT LIBBY EDELMAN**

Libby Edelman has influenced the fashion industry for more than three decades. Early in her career she worked as a fashion editor at Harper's Bazaar and Seventeen, and went on to work with fashion brands including Calvin Klein and Esprit de Corp. It was during this time that she met budding shoe designer Sam Edelman, who would later become her business partner and husband. Together they founded a successful footwear company, and today the duo delight women around the globe with footwear from their Sam Edelman and libby. edelman brands. Launched in spring 2009, libby. edelman translates "runway to reality," for women whose desire for fashion blends seamlessly with their everyday lives.

**About Brown Shoe Company, Inc.**

libby. edelman is a brand of 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:**

*Ticker:* BWS

*Exchange:* NYSE

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