

Caleres Appoints New Chief Merchandising Officer and Senior Vice President, E-Commerce for Famous Footwear

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ST. LOUIS--(BUSINESS WIRE)--Caleres (NYSE: CAL) announced today the appointment of two key leadership positions in their Famous Footwear division: Karlyn Mattson as chief merchandising officer and Chris Cavalline as senior vice president, E-Commerce.

"We are continuing to fortify our leadership team in critical areas across the company," said Diane Sullivan, CEO, president and chairman of Caleres. "Karlyn and Chris bring their expertise and talent to an already-strong team, allowing us to reinforce our ability to adjust to the constant and dynamic shifts in consumer buying patterns."

Mattson will lead Famous Footwear's buying, merchandising, planning, allocation and analytic functions. Mattson joins Caleres from a 25-year career at Target Corporation where she was most recently vice president merchandise manager of Shoes, Accessories and Intimate Apparel for retail and online. She held leadership positions at May Company and Macy's.

Cavalline will have responsibility for e-commerce and consumer engagement. This includes oversight of famous.com and the customer loyalty program which is over 11 million strong. Cavalline most recently served as chief merchandising officer of Vitacost.com, a leading online retailer of healthy living products and a subsidiary of The Kroger Co. Cavalline's prior positions include vice president of Merchandising and E-Commerce at Kohl's and several leadership roles with Macy's.

Mattson and Cavalline will report to Rick Ausick, division president of Famous Footwear.

"Karlyn and Chris are strong additions to our Famous Footwear team. Given the extensive experience of both, I am confident they will be able to make a significant contribution. Karlyn's insight will bring an immediate impact across our merchandising departments. Famous.com has experienced a lot of success the last few years, and Chris will be able to lend his e-commerce skills to continue to evolve and grow that platform," said Ausick.

Both Mattson and Cavalline will be based at Caleres' St. Louis headquarters.

About Caleres

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 and Famous.com serve as our Family brands. Our Contemporary Fashion brands include Sam Edelman, Allen Edmonds, Franco Sarto, Vince, Via Spiga, George Brown Bilt, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's Shoes, LifeStride, Bzees and Rykă 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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