

## Sam Edelman Announces Launch of New Jewelry Collection

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### *Designer Teams up with Almar Sales as Company Continues Evolution into Complete Lifestyle Brand*

NEW YORK--(BUSINESS WIRE)--Sam Edelman will extend his eponymous brand's reach with the launch of a new jewelry collection this fall. The iconic footwear and accessory designer has partnered with the Designer Jewelry Division of Almar Sales for the line, which will debut at major department stores and online beginning in September 2013.

The Sam Edelman jewelry collection reflects Sam's pulse on fashion, offering modern, unique, iconic and edgy designs that make a statement. The collection, priced from \$45-\$250, features over 120 styles composed of necklaces, bracelets, earrings and rings in dark metal and gold tone finishes. Designed with exclusive cut stones and faceted metal details, the line offers must-have pieces for every occasion and the perfect standout accent to both daytime and evening looks.

"As President of the newly formed designer jewelry division of Almar Sales, Sam Edelman was my first choice to launch this new venture," said Mara Perlmutter. "The Sam Edelman brand offers a unique and understandable global fashion vision and was a natural fit to expand his classic chic and cutting edge esthetic into an iconic fashion jewelry collection."

The debut of the jewelry collection comes following the launch of successful outerwear and handbag collections in 2012, as well as the opening of the Sam Edelman flagship store in Soho and a boutique in East Hampton.

"We've experienced a lot of exciting growth over the last 12 months," said Edelman. "Now, with the addition of a jewelry line, we can continue our evolution into a complete lifestyle brand. My ultimate goal is to see our 'Sam Girl' dressed head to toe in our designs. The jewelry collection is the next natural extension into making that a reality."

#### **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 successful shoe collections in fashion history, Edelman's designs reflect his creative sensibility, delivering footwear that is eminently fashionable and beautifully constructed at an attainable price point. 2012 was a banner year for the brand, with the launch of outerwear and accessories collections, a flagship store opening in Soho, and a boutique in East Hampton extending the company's retail reach. It also marked the debut of Sam Edelman's juniors' line Circus by Sam Edelman, helping Sam Edelman Shoes earn *Footwear News' Brand of the Year* for a second time in the brand's history. The Sam Edelman brand is owned by Brown Shoe Company.

#### **ABOUT BROWN SHOE COMPANY**

Brown Shoe Company is a \$2.6 billion, global footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere — in the nearly 1,300 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 branded ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments with our Family, Healthy Living and Contemporary Fashion brands. For style-conscious consumers who demand up-to-the-second fashion footwear, we offer Via Spiga, Vera Wang, Vince, Sam Edelman, Franco Sarto, Carlos Santana and Fergie Footwear brands. These high-quality, beautifully crafted and authentically designed shoes keeps fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130506006541/en/>

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