

Sam Edelman Announces Launch of New Denim Collection

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NEW YORK--(BUSINESS WIRE)--Whether perfectly paired with Sam Edelman's sky-high stilettos or fashion-forward flats, denim is at the core of great American style.

In celebration of more than a decade of producing elevated, inspirational and aspirational fashion items, Sam Edelman continues its legacy of designing iconic and effortlessly-chic wardrobe essentials with the launch of Sam Edelman denim.

"We are excited about the newest addition to our ever-growing brand. Our product is designed for the modern woman and her desire to feel comfortable and confident, wherever she goes," said the company's president, Sam Edelman.

The new denim product line will join ten other categories in the Sam Edelman Lifestyle collection including shoes, handbags, kids' shoes, outerwear, activewear, intimates, hosiery and socks, dresses, swimwear and sunglasses.

Sam Edelman reached out to Los Angeles denim expert Global Brands Group (GBG) Denim West to manufacture the product. Together, the two companies brought to market a collection designed to uphold Sam Edelman's unwavering commitment to quality, fit and comfort.

"There are two things that are critical to a successful denim collection—the perfect fit and being on trend. Those are both things the Sam Edelman brand is known for and will be the foundation for the denim launch as well," said Suzy Biszantz, president and CEO of GBG Denim West.

The first offering for holiday features jeans and denim jackets in an array of washes and three perfect fits. The featured fits include "The Kitten" mid-rise, "The Stiletto" high-rise and "The Mary Jane" boyfriend jean. Eye-catching details for the holiday collection include trend-right hems, crystal embellishments and coated denim. The spring collection expands to also offer denim skirts and shorts.

Sam Edelman denim is available now on Nordstrom.com, Samedelman.com and in all thirteen Sam Edelman retail locations, retailing from \$98-\$148.

ABOUT SAM EDELMAN

A creative visionary and legend in the footwear industry, Sam Edelman is a dominant force in fashion, making an indelible impact on some of the most renowned contemporary brands over the past 30 years.

Sam and his wife, Libby, have grown Sam Edelman into a complete lifestyle brand. Their bold, eclectic style bridges the gap between aspiration and attainability to define modern luxury. With flagship locations in Soho and Beverly Hills, and retail outlets from Hong Kong to Dubai, Sam Edelman continues to expand its presence worldwide.

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 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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Contact:

for Sam Edelman
Lizzi Bickford
lbickford@caleres.com

Ticker Slug:

Ticker: CAL
Exchange: NYSE

@Sam_Edelman

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