

Franco Sarto Debuts Spring 2016 Advertising Campaign

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(NEW YORK—April 15, 2016) Franco Sarto launched its new spring 2016 advertising campaign featuring model Noot Seear and shot by photographer Pamela Hanson. The campaign was done in collaboration with Vogue Studio and debuted in the April 2016 issue of Vogue.

Shot in New York's Central Park, the campaign features settings and styles that envelope the brand's belief that fashion need not compromise wearability.

The campaign features highlights from the spring 2016 collection including: the *Fidela* ankle strap block heeled sandal with cut out leather detail, the *Quinera* suede peep-toe heeled bootie with laces, the *Sierra* strappy lace-up suede sandal on a stacked heel and the *Taylor* cork and woven espadrille wedge sandal with a suede upper.

"We were excited to collaborate with Vogue Studio on this campaign" said Jay Schmidt, president, Caleres Brand Portfolio. "Central Park was a great location to showcase our brand's ability to offer fashion for every occasion and in every location."

The collection is available at francosarto.com as well as Lord & Taylor, Nordstrom, and Zappos.com.

About Franco Sarto

Franco Sarto is Italian inspired chic classics women love to live in. The soul of the brand was born when its namesake designer began his career as a cobbler at the age of 14, carefully hand-crafting shoes in the outskirts of Venice. Today, each shoe embodies the spirit of that craftsmanship, always attentive to the details that make each pair work.

Professional for work, casual on the weekend or dressed for a special event, Franco Sarto footwear is for women who love beautifully stylish and wearable shoes for every occasion.

About Caleres

Caleres is a diverse portfolio of global footwear brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. 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 ecommerce 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, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, 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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