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# FRANCO SARTO DEBUTS FALL 2016 ADVERTISING CAMPAIGN

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Franco Sarto unveils its fall 2016 advertising campaign featuring model Oda Nordengen and shot by renowned photographer Pamela Hanson.

The imagery, shot at Atlantic Beach's Silver Point Beach Club, features chic and classic styles from loafers to over-the-knee boots, illustrating how the brand offers a wide range of beautifully stylish and wearable shoes for any occasion.

"Atlantic Beach's beautiful shoreline offered an elegant, cool and casual background which is a great tie in to our fall collection," said Jay Schmidt, president, Caleres Brand Portfolio.

Highlights from the fall 2016 collection are introduced, including: the *Faye* over-the-knee leather boot, the *Echelon* pointy-toe suede bootie, the *Emira* caged ankle lace-up suede sandal, the *Baylor* suede loafer with a buckle accent and the *Edaline* leather bootie with wraparound lace detail.

Created in partnership with Vogue Studio, the campaign launches in print and outdoor in the beginning of September. The collection will be available for purchase at www.francosarto.com and at major department stores including Nordstrom, Lord & Taylor, 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 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, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, 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.

## Language:
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