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Franco Sarto to Launch E-commerce Site

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Contacts:

Jennifer O'Brien, Caleres 212-906-4203, jobrien@caleres.com

NEW YORK - Known for their Italian-inspired and effortlessly-chic shoes, Franco Sarto launched an e-commerce site today, April 11, 2016. Franco Sarto fans can now visit www.francosarto.com and purchase shoes directly online. The new site has a soft color palette with Italian phrases throughout. The site also features the SARTO Collection - the brand's elevated collection - as well as a social media section called INSPIRAZIONE, where fans can follow Franco Sarto on Instagram, Facebook, Twitter, Pinterest and Tumblr. "We are excited to offer our customer direct access to Franco Sarto product. Franco Sarto fans are very loyal, we hope that by giving our consumer more- more of our looks, more of our styles and news and more of our vision- she will be able to find where her lifestyle can be met with shoes she'll love to live in," said Jay Schmidt, president, Caleres brand portfolio. The Franco Sarto brand is owned by Caleres.

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 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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