

Caleres Announces the Relaunch and Rebrand of Zodiac Footwear

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Spring 2020 Collection to Debut on August 5 During FFANY Market Week

ST. LOUIS--(BUSINESS WIRE)--Rocks were pets, rings decoded your mood, and Zodiac USA was the signature footwear of the 1970s blue jeans and rock-and-roll culture. Today, Zodiac is back – eclectic, cool and ever current.

Acquired by Caleres (NYSE: CAL)(caleres.com) in 2005, the new Zodiac collection has undergone a contemporary transformation, blending the past with the present to result in authentic, quality footwear that is supremely relevant for today's modern and expressive consumer lifestyles. Staying true to its bohemian and western-inspired roots, Zodiac will prominently feature a unique, playful assortment of boots, sandals and flats with its signature western, '70s boho-chic influence.

Zodiac's purpose is to celebrate women's individuality and independence. "Zodiac embodies its authentic past with a new approach to its free and easy-going mentality," noted Nicolas Huneault, Caleres vice president of product creation and trend. "While we were developing the new Zodiac collection, we let our past help define our future by keeping the brand true to its core values. This enabled us to deliver a bold collection that excites today's consumer and perhaps offers a bit of nostalgia from one of the best fashion decades."

"Now is the right time for Zodiac to return to the global marketplace," said Jay Schmidt, brand portfolio division president of Caleres. "Zodiac is a heritage brand that appeals to and connects with an extraordinarily widespread consumer base while maintaining a highly differentiated, highly original, and truly authentic foundation in bohemian and western design trends."

The majority of Zodiac's Spring 2020 collection will retail from \$69-89, with flat sandals starting at \$69 and boots starting at \$129. Zodiac will be unveiled on August 5 during FFANY market week and will be available at retail, online, and at zodiacshoes.com in Spring 2020.

About Zodiac

Launched in the late 1970s and acquired by Caleres in 2005, Zodiac footwear was created by two entrepreneurial tannery owners who pieced together scraps of leather that resulted in a completely new vibe in footwear. Worn by groupies, rock stars and socialites alike, Zodiac became the signature footwear of the "blue jeans and rock-n-roll" culture. The irreverent combination of mixed and distressed leathers accented with distinctive hardware embodied the cool, free-spirit attitude of the times.

Today with its relaunch, Zodiac footwear continues to capture the brand's original spirit and heritage, while delivering vintage-inspired, quality footwear. The core of the brand has evolved into a reflection of the popular festival culture that is conspicuous through its design inspiration.

About Caleres (NYSE: CAL)

Caleres is the home of today's most coveted footwear brands and represents a diverse portfolio spanning all of life's styles and experiences. Every shoe tells a story and Caleres has the perfect fit for every one of them. Our collections have been developed and acquired to meet the evolving needs of today's assorted and growing global audiences, with consumer insights driving every aspect of the innovation, design, and craft that go into our distinctly positioned brands, including Famous Footwear, Sam Edelman, Naturalizer, Allen Edmonds, Vionic, Dr. Scholl's Shoes, Franco Sarto, and more. The Caleres story is most simply defined by the company's mission: Inspire people to feel great...feet first.

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