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Sam Edelman to Launch eCommerce Site

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New Digital Flagship to Offer Users Enhanced Access to the Iconic Brand

NEW YORK--(BUSINESS WIRE)--Cutting-edge, contemporary brand Sam Edelman is moving into the world of eCommerce, it was announced today. The iconic footwear, accessory and soon-to-be apparel company is set to launch its new digital flagship - samedelman.com - on November 11. The new site will allow fans of the brand to purchase online directly from the retailer for the first time. The Sam Edelman brand is owned by Brown Shoe Company.

On the new eCommerce site, inspiration and product are never far apart. The world of Sam Edelman brings the brand to life through a virtual shopping experience featuring:

- **The Edelman Icon Shop**, which spotlights the most sought-after core styles.
- **A Samspiration page**, which showcases Sam's muses and design influences.
- **A new blog from the voice of Sam's Girls** – the girls who eat, sleep and breathe the Sam Edelman brand.

The site also features exclusive, behind-the-scenes footage from Sam Edelman's most recent advertising campaign with 2013 Model of the Year Kate Upton.

"Adding an eCommerce element and expanding our digital presence allows our Sam Girl to access the brand directly online in a whole new way," said Sam Edelman, founder and division president. "We know our customer loves social media - sharing what she's doing and what she's wearing – with her friends. She lives on Facebook, Twitter and Instagram and staying ahead of the trends online and communicating directly with our girl is vital to the growth of the Sam Edelman brand."

This year has been a landmark one for the Sam Edelman brand. Earlier this year, it announced the addition of a jewelry collection to its stable of accessories. The brand also announced an expansion into the apparel market, which is set to debut in fall, 2014.

About Sam Edelman

Since its inception in 2004, designer Sam Edelman's eponymous brand has quickly emerged as a favorite among celebrities and fashionistas around the globe. Bringing more than 30 years of experience developing some of the most successful shoe collections in fashion history, Edelman's designs reflect his creative sensibility, delivering footwear that is eminently fashionable and beautifully constructed at an attainable price point. 2012 was a banner year for the brand, with the launch of outerwear and accessories collections and a flagship store opening in Soho extending the company's retail reach. It also marked the debut of Sam Edelman's juniors' line Circus by Sam Edelman, helping Sam Edelman Shoes earn *Footwear News' Brand of the Year* for a second time in the brand's history. In 2013 the brand launched a jewelry collection and announced their expansion into apparel for Fall 2014. The Sam Edelman brand is a division of Brown Shoe Company.

About Brown Shoe Company

Brown Shoe Company is a $2.6 billion, global footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere — in the nearly 1,300 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 branded ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments with our Family, Healthy Living and Contemporary Fashion brands. For style-conscious consumers who demand up-to-the-second fashion footwear, we offer Via Spiga, Vince, Sam Edelman, Franco Sarto, Carlos Santana and Fergie Footwear brands. These high-quality, beautifully crafted and authentically designed shoes keeps fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

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