

Meet SAM: Sam Edelman Debuts Brand Refresh with Spring 2017 Campaign

Release Date:

Monday, April 3, 2017 3:15 pm CDT

Terms:

Dateline City:

NEW YORK

NEW YORK--(BUSINESS WIRE)--The Sam Edelman brand launched a bold new campaign today, showcasing a variety of new lifestyle and footwear product from its spring and pre-fall collections.

Inspired by Sam Edelman's history as a designer, his sense of artistry and his wide range of influences - travel, global cultures and the visual arts - this colorful new campaign is the first expression of the brand's re-imagination and larger vision.

"We wanted an exciting new message as we move into the next phase of our expansion," said Edelman. "I think we've found an authentic approach using our own heritage and the things that we love. It's not about one picture or one idea; it's about finding the soul and essence, the artistry of Sam Edelman."

Shot in New York City by photographer Henrique Gendre, Edelman discovered fresh face, Jenna Kelly, to be the star of his new campaign.

Images and video will appear in a major digital campaign across Hulu, Spotify, YouTube, Refinery29, as well as samedelman.com and other owned channels. An extensive out-of-home campaign will run across New York, Los Angeles, Dallas, and London.

ABOUT SAM EDELMAN

A creative visionary and legend in the footwear industry, Sam Edelman is a dominant force in fashion, making an indelible impact on some of the most renowned contemporary brands over the past 30 years.

Sam and his wife, Libby, have grown Sam Edelman into a complete lifestyle brand. Their bold, eclectic style bridges the gap between aspiration and attainability to define modern luxury. The Sam Edelman collection is inspired by the feeling of being alive with artistry. With flagship locations in Soho and Beverly Hills, and retail outlets from Hong Kong to Dubai, Sam Edelman continues to expand its presence worldwide.

ABOUT CALERES

Caleres is a diverse portfolio of global footwear brands. 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, Allen Edmonds, Franco Sarto, Vince, Via Spiga, George Brown Bilt, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's Shoes, 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:

English

Contact:

Sam Edelman
Ashley Latsha, 646-381-6903

Ticker Slug:

Ticker: CAL

Exchange: NYSE

@Sam_Edelman