

## Brown Shoe Company Invests in Jack Erwin

### Release Date:

Thursday, September 18, 2014 3:01 pm CDT

### Terms:

### Dateline City:

ST. LOUIS

ST. LOUIS--(BUSINESS WIRE)--Brown Shoe Company (NYSE: BWS) ([brownshoe.com](http://brownshoe.com)) today announced it has invested in Jack Erwin, a men's brand that offers high-quality, handmade men's shoes directly to consumers.

"We looked at several companies and Jack Erwin really stood out to us as a great incubator brand with high growth potential and an interesting, new business model," said Diane Sullivan, CEO, president and chairman of Brown Shoe Company. "Lane and Ariel, the founders, have an unwavering commitment to quality and detail and represent the next generation of business in our industry."

"We are thrilled to be working with the incredible team at Brown Shoe Company," said Ariel Nelson, co-founder of Jack Erwin. "This investment provides us with the unique opportunity to build Jack Erwin using the knowledge and expertise of such a respected industry leader."

Ariel Nelson and Lane Gerson started Jack Erwin in 2013 with the goal of providing luxury, handmade men's shoes for under \$200. They offer a limited assortment of styles and materials available exclusively on [www.jackerwin.com](http://www.jackerwin.com).

### About Jack Erwin

Founded in 2013, Jack Erwin is taking a new approach to men's shoes. With a respect for craftsmanship, quality materials and design, Jack Erwin is committed to providing truly timeless men's shoes at honest prices. The men's shoe brand offers a curated selection of styles to serve as the foundation for every man's wardrobe. Products are offered in fifteen styles and retail between \$95 and \$195. Jack Erwin is available online exclusively at [www.jackerwin.com](http://www.jackerwin.com).

### About Brown Shoe Company

Brown Shoe Company is a \$2.5 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 more than 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments. Our Family brands — Famous Footwear, Famous.com and shoes.com — are one-stop-shopping destinations for high quality, affordable styles for a family's every occasion. Active people who want comfort, style and performance, can look to our Healthy Living brands — Naturalizer, Dr. Scholl's Shoes, LifeStride and Ryka. Our Contemporary Fashion brands — Sam Edelman, Franco Sarto, Vince, Via Spiga, Fergie Footwear and Carlos Santana— keep fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

### Language:

English

### Contact:

Brown Shoe Company  
Kelly Malone, 314-854-4093  
[kmalone@brownshoe.com](mailto:kmalone@brownshoe.com)

or

Moxie Communications Group on behalf of Jack Erwin  
Katherine Hurd, 703-597-6705  
[jackerwin@moxiegrouppr.com](mailto:jackerwin@moxiegrouppr.com)

### Ticker Slug:

Ticker: BWS

Exchange: NYSE

---

Source URL: <https://investor.caleres.com/press-release/brown-shoe-company-invests-jack-erwin>