

AAFA to Honor Brown Shoe Company as Company of the Year

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Award to be presented April 27 at the AAFA American Image Awards in New York

The **American Apparel & Footwear Association** will present the Company of the Year award to Brown Shoe Company, soon to be Caleres, at the 37th Annual American Image Awards on **April 27**, in New York.

CEO, President, and Chairman of the Board Diane Sullivan will accept the award. The American Image Awards stands as an emblem of honor for those who have exemplified leadership, excellence, and outstanding achievement in all sectors of the apparel and footwear industry, including education, design, manufacturing, and retail.

"Every year, the AIA awards honor those who are true leaders and innovators in the industry," said **Juanita D. Duggan, President and CEO of AAFA**. "Brown Shoe Company has been an industry leader for more than a century. That, combined with their recent successes, makes them more than deserving of this award."

Additional honorees, previously announced, include: Person of the Year **Claudio Del Vecchio**; Retailer of the Year: **Holt Renfrew** to be accepted by **Mark Derbyshire, President**; Designer of the Year: **Cynthia Rowley** to be accepted by **namesake designer Cynthia Rowley**; and Fashion Maverick: **Kelly Osbourne, TV Personality, Fashion Designer, and Actress**.

This year's award will feature a new iconic design of the American Image Awards statuette designed by world-renowned artist **Ruben Toledo**, a 2011 American Image Awards Fashion Maverick recipient himself. The award ceremony will also feature new charity partner **Mercy Ships**, a global organization committed to providing the world's impoverished with basic healthcare and life-changing medical services.

About AAFA

Representing more than 1,000 world famous name brands, the American Apparel & Footwear Association (AAFA) is the trusted public policy and political voice of the apparel and footwear industry, its management and shareholders, its four million U.S. workers, and its contribution of \$361 billion in annual U.S. retail sales. AAFA stands at the forefront as a leader of positive change for the apparel and footwear industry and delivers a unified voice on key legislative and regulatory issues. AAFA enables a collaborative forum to promote best practices and innovation. AAFA's comprehensive work ensures the continued success and growth of the apparel and footwear industry, its suppliers, and its customers. Since 1977, AAFA has recognized outstanding achievements throughout the apparel and footwear industry, through its American Image Awards Gala. To learn more about the AIA Awards, visit: <https://www.wewear.org/events/aia/>

About Brown Shoe Company and Caleres

Following its annual shareholder meeting on May 28, 2015, Brown Shoe Company will become Caleres. Caleres is a diverse portfolio of global brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. Famous Footwear and Famous.com serve as our Family brands. Naturalizer, Dr. Scholl's, LifeStride and Ryka represent our Healthy Living brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Our brands are available in our over 1,200 retail stores, in hundreds of major department and specialty stores, on our branded ecommerce sites, and on many additional third-party retail websites. As a portfolio, our brands make Caleres a company with both a legacy and a vision. Our legacy is our more than 130-years of craftsmanship, our passion for fit and our business savvy, while our vision is to continue to inspire people to feel good feet first.

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