

Brown Shoe Company Embarks on Rebranding

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Company also launching men's footwear business under Brown Shoe Bootmakers brand

ST. LOUIS--(BUSINESS WIRE)--Brown Shoe Company today announced the official launch of its rebranding initiative, in affirmation of its evolving position in the marketplace. This initiative will help focus the company on a renewed standard of excellence, as it looks to best position its brand portfolio for accelerated growth and global expansion.

"We're excited about our rebranding initiative, which will use our history to fuel our future," said Diane Sullivan, CEO, president and chairman of the board of Brown Shoe Company. "Our new brand identity reminds us of the legacy we must preserve as we build for another century of progress. Part of that identity is our name and mark, and these two elements demonstrate the passion behind our 137-year-old success story and help set the benchmark for the continued importance of fit to our future."

The name Caleres and the 'Star-Five-Star' mark, which is incorporated into the Caleres logo, were selected to reflect the company's history and its passion for fit. Caleres was derived from the Latin word 'calere,' which translates to 'passionate, to glow.' The 'Star-Five-Star' mark has been in use by the company since 1885 and represents its passion around fit and its continuing dedication to creating the perfect fit for any lifestyle. Together, the name and the mark represent the company's vision to be ferocious about fit in everything it does, whether it be in terms of production, style, trends or service.

The company also announced the impending launch of its new men's footwear business, Brown Shoe Bootmakers. The brand will take an artisan but rugged approach to men's shoes and is set to launch in 2016.

"This is the perfect time to return the Brown name to its roots as a consumer facing brand," added Sullivan. "It's a great opportunity to honor our heritage and organically grow our business, while filling a void in the marketplace."

"Our rebranding initiative, and the launch of our men's footwear business, help position us as a company with both a proud legacy and an ambitious global vision," Sullivan continued. "Our passion for fit, our dedication to craftsmanship, and our business savvy are part of our legacy, while our vision helps fuel our future. And, as always, the consumer will remain at the center of everything we do."

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150416005836/en/>

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