

Sam Edelman Focuses on Sam Girl Lifestyle for Spring 2015 Ad Campaign

Release Date:

Tuesday, February 10, 2015 10:28 am CST

Terms:

Dateline City:

NEW YORK

NEW YORK--(BUSINESS WIRE)--Sam Edelman has gone in a new direction for the brand's spring 2015 ad campaign, featuring multiple models for the very first time. Shot at a private residence in Los Angeles by up-and-coming photographer Zoey Grossman, the campaign features Josephine Skriver alongside fresh faces Charlene Almarvez and Rossy Herrera.

"I wanted to show a behind-the-scenes look at what could be the life of a Sam Girl through a series of intimate snapshots captured throughout her day," said Sam Edelman, designer, founder and president of the Sam Edelman division of Brown Shoe Company.

The ads showcase the full Sam Edelman lifestyle assortment for spring 2015, with a variety of head-to-toe looks, as well as specific shots focused on the apparel, jewelry and handbag collections.

The images from the shoot will appear in print ads in leading fashion magazines as well as a major outdoor and digital campaign. A behind-the-scenes video will also be featured on samedelman.com.

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 renowned contemporary shoe brands, Edelman's designs reflect his creative sensibility, delivering items that are eminently fashionable and beautifully constructed at an attainable price point. With the addition of apparel, jewelry and handbags, Sam Edelman has grown into a complete lifestyle brand, dressing the "Sam Girl" from toe to head. In 2012 the Sam Edelman flagship store opened on Spring Street in the heart of Soho's shopping district followed by the Fall 2014 opening of a west coast flagship location in Beverly Hills. The Sam Edelman brand is a division of Brown Shoe Company.

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 over 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 13 branded 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 and Famous.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, 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!

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150210006158/en/>

Language:

English

Contact:

Sam Edelman
Ashley Latsha, 646-381-6903
Ashley@samedelman.com

Ticker Slug:

Ticker: BWS
Exchange: NYSE

Source URL: <https://investor.caleres.com/press-release/sam-edelman-focuses-sam-girl-lifestyle-spring-2015-ad-campaign>