

## Sam Edelman Expands to West Coast

**Release Date:**

Friday, September 19, 2014 10:45 am CDT

**Terms:**

**Dateline City:**

NEW YORK

### *Beverly Hills Flagship Location Opens*

NEW YORK--(**BUSINESS WIRE**)--Sam Edelman now has a Los Angeles area address. The iconic designer, who just added apparel to his best-selling, contemporary brand this fall, is setting up shop in a 3,500 square foot space at 342 North Beverly Drive in Beverly Hills.

Designed by Dagnell Folger of Architecture + Information, the space was created to capture the essence of the Sam Girl - whimsical, sexy, stylish. The design embraces the juxtaposition between raw and refined, mixing materials such as reclaimed wood and raw concrete with rose colored brass and black leather. Hints of the brand's signature shade of green provide a pop of color, and vintage furniture pieces - curated by Sam Edelman himself - are mixed throughout the store. A uniquely designed shoe chandelier takes center stage as a true work of art, which also showcases the must-have shoes of the season.

A full lifestyle assortment of the brand's categories - footwear, handbags, jewelry and apparel - are displayed in custom designed fixtures including a dedicated section for the Circus by Sam Edelman brand.

"With the launch of our apparel collection and our LA flagship, we can now dress our Sam Girls from toe to head, coast to coast," said Sam Edelman, designer, founder and division president for the Sam Edelman Division of Brown Shoe Company.

**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 successful shoe collections in fashion history, Edelman's designs reflect his creative sensibility, delivering items that are eminently fashionable and beautifully constructed at an attainable price point. 2012 was a banner year for the brand, with the launch of outerwear collection and a flagship store opening in Soho extending the company's retail reach. It also marked the debut of Sam Edelman's juniors' line Circus by Sam Edelman, helping Sam Edelman Shoes earn Footwear News' Brand of the Year for a second time in the brand's history. In 2013 the brand launched a jewelry and handbag collection and announced their expansion into apparel for fall 2014. 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 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!

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140919005684/en/>

**Language:**

English

**Contact:**

Sam Edelman  
Ashley Latsha, 646-381-6903  
[Ashley@samedelmanshoe.com](mailto:Ashley@samedelmanshoe.com)

**Ticker Slug:**

Ticker: BWS  
Exchange: NYSE

---

**Source URL:** <https://investor.caleres.com/press-release/sam-edelman-expands-west-coast>