

## VIA SPIGA DEBUTS SPRING 2015 ADVERTISING CAMPAIGN FEATURING MODEL HILARY RHODA

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Via Spiga has debuted its spring 2015 campaign featuring model Hilary Rhoda in images by photographer Sharif Hamza.

The campaign is modern and elegant and speaks to all facets of a woman's life -- exploring her sophisticated, passionate personality, and her sexy, playful spirit. Rhoda is shown in a series of seated positions with the objects of desire -- the shoes -- in the foreground. The geometric lines and crisp color palette of white, cool blue, green and silver matches the sleek look and sophisticated mood of the collection. The mirrored floor reflects water-like ripples onto the walls and ceiling of the space, adding lively movement which is juxtaposed with Rhoda's graceful and powerful presence.

"Via Spiga is such an iconic brand so, it was an honor to work with them on the campaign," said Rhoda. "I love that the collection offers a wide variety of beautiful, well-made styles for the modern woman."

The campaign features eleven styles from Via Spiga's spring 2015 collection, each suited to different aspects of the modern woman's life. From chic pointed-toe suede mules for a big meeting, to spectacular black and gold gladiator heels for a night out, Via Spiga offers styles for every occasion. All are produced in beautiful Italian leathers with luxurious detailing.

Featured styles include: the *Dahlia* pump in color-blocked suede, the *Gwena* leather sandal with jewel embellishments, the *Sumner* flat gladiator sandal, and the *Terrelle* high-heeled sandal in metallic Nappa leather, among others

The campaign will debut in print and online, beginning in March. The collection will be available for purchase on [ViaSpiga.com](http://ViaSpiga.com) and at major department stores in the U.S. including Nordstrom and Bloomingdale's.

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### ABOUT VIA SPIGA

Established in 1985 and named after one of the most famous shopping districts in Milan, Via Spiga stands for the finest Italian design. With sleek and architectural designs, Via Spiga's collection of footwear and accessories brings high fashion off the runways to fashion-conscious women around the globe.

### 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. Famous Footwear and Famous.com serve as our Family brands and provide 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!

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