

Sam Edelman to Deliver Keynote at Fashion 2.0 Awards

Release Date:

Monday, March 30, 2015 4:43 pm CDT

Terms:

Dateline City:

NEW YORK

Contacts:

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

Sam Edelman will deliver the keynote address on March 31 at the 6th annual Fashion 2.0 Awards ceremony being held at the Merkin Concert Hall at the Kaufman Center in New York. He will speak to the prevalence of social media in the fashion industry.

Sam Edelman has been a dominant force in fashion for the past 30 years, making an indelible impact with the renowned contemporary brands Sam Edelman, Sam & Libby and Circus by Sam Edelman.

The Fashion 2.0 Awards are the first industry-recognized distinction honoring the most innovative fashion brands for their outstanding achievements in digital media. The online fashion community is invited to nominate and vote for their favorite brands.

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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 \$2.6 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 consumer platforms. 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, Diane von Furstenberg, 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!

Language:

English

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