

Dr. Scholl's Shoes Launches Sustainability Initiative

Release Date:

Monday, April 22, 2019 9:49 am CDT

Terms:

Dateline City:

ST. LOUIS

The brand is starting its journey to sustainability with three sneakers from its spring 2019 collection, the Howe, Herzog, and Mvstermind, that are crafted with sustainable, eco-conscious materials.

ST. LOUIS--(BUSINESS WIRE)--Dr. Scholl's Shoes is making a deliberate choice to invest in sustainable, eco-conscious design to create environmentally lower-impact shoes.

For 60 years, Dr. Scholl's Shoes has been committed to designing feel-good shoes with standout comfort and authentic American design. Now, the brand is taking its mission one step further with a journey to make shoes in a whole new way, using eco-conscious materials, finding ways to reduce packaging, and choosing sustainable processes when possible—a true team effort that impacts the way the brand thinks, designs, crafts, and distributes every shoe they make.

“Designing shoes that look and feel good is at the center of what we do, but we believe we have a responsibility to do more,” said Keith Duplain, senior vice president and general manager of Dr. Scholl's Shoes. “Doing good to make the world better—that's where our passion truly lies. We're excited to embark on this journey toward sustainability using the latest in innovation and eco-conscious design.”

Dr. Scholl's Shoes is kicking off the initiative with men's and women's sneakers, the Howe and Herzog, crafted from heel to toe with eco-conscious, sustainably sourced materials as part of the Original Collection, the brand's premium collection for styles that stand at the forefront of technology and design.

“We were given the opportunity to explore every possible option to create more sustainable shoes,” said Andee Burton, product development manager for Dr. Scholl's Shoes. “So, we went for it! There is a rice husk in the outsole to reduce the use of synthetic rubber, which is made of petroleum. The midsole has an algae-based EVA, and the cool thing about that is that we're taking the algae from environments in the US and China where the algae is suffocating fish, plants, and other microorganisms living in the water. The fabric is made of 80% recycled bottles, the leather is repurposed and chrome-free, and all the linings are 100% cotton, which is decomposable, unlike polyester. This shoe is our beacon of light.”

Earlier this year, Dr. Scholl's Shoes also launched a limited-release, eco-conscious men's sneaker in collaboration with St. Louis rapper Mvstermind, who was recently featured in the brand's “Do What You Love” campaign. The fresh, urban sneaker featured a knit fabric and lining made from 80% recycled bottles and an algae-based insole and midsole.

While Dr. Scholl's Shoes is at the beginning of its sustainability journey, the brand is committed to incorporating eco-conscious materials into all of its shoes for its upcoming collections, with a goal for every shoe to contain sustainable elements in the near future.

Beyond shoe design, Dr. Scholl's Shoes is doing its part for the environment by rethinking its packaging, soon introducing its most sustainable box ever made with recyclable materials and soy-based inks. Packaging has also been reduced. Sending orders in one box whenever possible, in addition to reducing packaging on the inside of the box and switching shoe sticks from plastic to bamboo.

Beginning with their spring 2019 collection, Dr. Scholl's Shoes has already made a measurable impact, investing to plant more than 6,000 trees, diverting more than 8,000 plastic bottles from landfills, using more than 100,000 yards of sustainable materials and saving more than 1 million square feet of plastic.

“We understand that sustainability is a journey, not an end destination,” said Jay Schmidt, division president of Caleres Brand Portfolio. “From materials to packaging to our processes, we're committed to sustainability at all levels and have continued goals for the future.”

For more information, visit drschollsshoes.com/sustainability

ABOUT DR. SCHOLL'S SHOES

William Scholl was an inventor and entrepreneur who created products to comfort feet. In the 60's, he designed a simple wood sandal with a brightly colored strap inspired by a vintage clog he found on his travels. He set out to make a shoe that was good for one's health and ended up creating an enduring fashion icon.

Today, we share his same passion and approach. Our vision is to create innovative footwear with uncomplicated, playful style

for a healthier life. We obsess as much about how shoes feel when you slip them on, as how your feet feel at the end of the day. We strive to make active feel at ease. With the belief that function and fashion should always be in perfect harmony, we design for your everyday life in the real world.

We're inspired by natural beauty that is timeless and relaxed. We love effortless style no matter the season, the authentic heritage of American design, and fashion that's simple, yet full of surprises. Our heritage is one where well-being and fashion meet unexpectedly and it's in the unlikely union where we find inspiration and discover endless possibilities.

ABOUT CALERES (NYSE: CAL)

Caleres is a diverse portfolio of global footwear brands. Our products are available virtually everywhere - in the over 1,200 retail stores we operate, in hundreds of major department and specialty stores, on our branded e-commerce sites, and on many additional third-party retail websites. Famous Footwear offers great casual and athletic brands for the entire family with convenient, curated, affordable collections. Sam Edelman keeps expressive women in step with the latest trends in a playful, whimsical way. Naturalizer shoes are beautiful from the inside out, with elegant simplicity and legendary fit re-imagined for today's consumer. Allen Edmonds combines old world craft with new world technology to create luxe footwear for the discerning man who wants sophisticated, modern classics. Rounding out our family of brands are Vionic, Vince, Franco Sarto, Dr. Scholl's Shoes, LifeStride, Via Spiga, Diane von Furstenberg, Blowfish Malibu, Bzees, Carlos by Carlos Santana, Circus by Sam Edelman, Fergie, and rykå. Combined, these brands make Caleres a company with both a legacy and a mission. Our legacy is our more than 140 years of craftsmanship and our passion for fit, while our mission is to continue to inspire people to feel good...feet first. Visit caleres.com to learn more about us.

Language:

English

Contact:

Holly Campbell
hcampbell@caleres.com

Ticker Slug:

Ticker: CAL
Exchange: NYSE

Source URL: <https://investor.caleres.com/press-release/dr-scholls-shoes-launches-sustainability-initiative>