

## Circus by Sam Edelman Fall 2014 Ad Campaign

### Release Date:

Tuesday, July 29, 2014 11:05 am CDT

### Terms:

### Dateline City:

NEW YORK

NEW YORK--(BUSINESS WIRE)--Up-and-coming model Camilla Christensen returns as the face of Circus by Sam Edelman for fall 2014. The campaign was shot by photographer Zoey Grossman at a private ranch in Malibu, California.

"The fall campaign is a fun take on military fashion," said Jesse Edelman, national sales manager for Circus by Sam Edelman, a Brown Shoe Company brand. "We were inspired by vintage army gear and love the contrast of our Circus styles shown against a desert background."

The Circus by Sam Edelman fall collection has a downtown but carefree vibe inspired by girls out on the town. Whether it's sleek booties or strappy heels -- for an NYC club -- or floral printed sneakers to stroll the Venice Beach boardwalk, Circus has her covered from coast to coast.

The images from the shoot will appear in print ads in print publications like *InStyle* online through a major digital campaign and on the [circusbysamedelman.com](http://circusbysamedelman.com) website. A behind-the-scenes video will air on NYC Taxi TV in August.

### 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 footwear that is eminently fashionable and beautifully constructed at an attainable price point. 2012 was a banner year for the brand, with the launch of outerwear and accessories collections 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 collection and announced their expansion into apparel for Fall 2014. The Sam Edelman brand is owned by 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 14 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, 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, LifeStride and Ryka. Our Contemporary Fashion brands — Sam Edelman, Franco Sarto, Via Spiga, Vince, Carlos Santana and Fergie Footwear — 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/20140729006262/en/>

### Language:

English

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### Ticker Slug:

Ticker: BWS

Exchange: NYSE

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