

Naturalizer Shoes Fall Marketing Campaign Features Real Mother and Daughter Pairs

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Mothers and Daughters Showcase Style at Any Age

Naturalizer captures the essence of style at any age in its new marketing campaign. The brand engaged New York-based mother and daughter pairs to show how true style transcends generations.

"For almost 90 years, Naturalizer has celebrated the beauty and individuality of women through its commitment to delivering feminine, stylish and comfortable shoes," said John Malpiedi, senior vice president and general manager of Naturalizer. "Collaborating with real mothers and daughters was the perfect opportunity to show how Naturalizer transcends and connects generations and empowers women to express their unique sense of style."

Naturalizer is honored to feature the special bond between mother and daughter in this campaign, as seen through the Durso, Sambucini and Baker families. Each family styled a different Naturalizer shoe - with mother and daughter adding their own twist - showcasing the timeless appeal of Naturalizer's collection. The ladies also shared sweet reflections about their relationship and style, including:

- Mother, Marilyn Durso: Being part of the Naturalizer campaign opened my eyes to the joy of relating to each other in such a personal way. Fashion and style can be another language between us now.
- Daughter, Jill Durso: My mother's style has influenced mine quite literally in that I steal her clothes and shoes all the time! I don't think I've purchased formal wear in a decade. Her wardrobe is ageless so it's easy to mix and match things from each of our closets.
- Daughter, Johanna Sambucini: Naturalizer shoes are very stylish, comfortable and feature quality workmanship. These are things both my mother and I look for in a pair of shoes. I love the fact that we can both look good wearing Naturalizer shoes, no matter how old we are.
- Mother, Martha Baker: As my daughters were growing up, I advised them to choose classic pieces over trendy pieces, and discover a style that really highlighted their personality and worked for their body type.
- Daughters, Hannah and Emily Baker: We have always appreciated our mom's ability to keep things classic while adding an unexpected accent piece to her look - such as statement jewelry or a funky hat.

Hear more from the three families and shop the shoes in their look at Naturalizer.com.

Naturalizer shoes, handbags and accessories are available at Naturalizer stores, Naturalizer.com and select retail partners. Follow Naturalizer on [Facebook](#), [Twitter](#), [Instagram](#) and its [In Your Shoes](#) blog to see new collection additions, special offers and style tips.

About Naturalizer

In 1927, Naturalizer had the revolutionary idea of creating stylish and comfortable shoes made just for women. The brand became known as "the shoe with the beautiful fit." For more than 80 years, Naturalizer has understood how truly comfortable shoes can help women move energetically through their day and live life to the fullest. Naturalizer remains committed to designing beautiful shoes that feel as good at the end of the day as they do at the beginning. And because of this commitment, Naturalizer shoes feature our exclusive N5 comfort system - five essential features that are proven to provide all day comfort: extra cushioning, breathable linings, balance with every step, flexible soles and lightweight material. Naturalizer is still one of the few brands in the marketplace that women can turn to for hard-to-find sizes and widths, and wide shaft boots, because we believe that shoes can only be comfortable when they are a perfect fit. Naturalizer shoes are designed with the best of each season's trend-right looks, details and materials that women will love for work, play and every day. Today, Naturalizer is inspiring women to live their lives and love their shoes in 60 countries around the world.

About Caleres, Inc.

Caleres, Inc. is a \$2.6 billion, global, footwear company that puts consumers and their needs first, by targeting the strategic Healthy Living, Contemporary Fashion and Family platforms. We have more than 130 years of experience, passion and product innovation and operate more than 1,300 Famous Footwear and Naturalizer retail stores across the United States, Canada and China. We are an authority in casual and fitness footwear, and each year, more than 110 million consumers visit our 1,100 Famous Footwear stores and famous.com for nationally recognized brands and the latest styles at a value.

We also design, source and market many well-known wholesale shoe brands – such as Naturalizer, Dr. Scholl's Shoes, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, and Ryka – across multiple distribution channels. In addition to our retail and wholesale operations, we maintain a strong online presence with our ecommerce sites, famous.com and naturalizer.com. Visit caleres.com to learn more about us. Caleres, Inc.: feel good and live better... feet first!

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