

## Sam Edelman Announces Launch of New Outerwear Collection

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NEW YORK--(BUSINESS WIRE)--Sam Edelman, creative visionary and legend in the fashion industry, will expand his portfolio with the launch of the Sam Edelman Outerwear Collection. The collection is in partnership with Daron Fashions, one of the leading outerwear manufacturers in the United States.

"As we continue to cultivate the Sam Edelman collection into a lifestyle brand, outerwear is a natural extension. Similar to when I started designing shoes, I noticed there wasn't fashion-forward outerwear at an attainable price point for the 'Sam girl.' Whimsical, innovative, unique and feminine are words to describe the Sam Edelman brand, and I'm so excited to see those aspects translated into outerwear and, more importantly, how our girl puts it all together," said Edelman.

Edelman brings his eye for fashion and whimsical detailing to car coats, raincoats, overcoats and jacketing. The collection is designed to complement the Sam girl's lifestyle. Embellished details include studded leather, suede with fringe, down jackets with studs, and mixed media wools. The line takes its inspiration from the romantic Wild West and Paris' fashionable Left Bank.

Aron Rosenberg, CEO of Daron Fashions Ladies Division, said, "We are thrilled to partner with Sam Edelman. We have found there is a true void in the market for fashionable outerwear that is trend-on, exciting and gives the Sam Edelman consumer the same great creative details they expect from shoes."

The fall 2012 collection will launch in Nordstrom stores in July and will be sold to better department and specialty stores across the country. Retail prices will range from \$200 to \$600.

### About Sam Edelman

Sam Edelman and his wife, Libby Edelman, are the creative visionaries behind the Sam Edelman brand and the other businesses they currently manage. The couple has worked together for more than 25 years, beginning with the very successful launch of the Esprit footwear business in 1983 and again in 1987 with the launch of the Sam & Libby brand, which was sold in 1997. Sam Edelman has a proven track record in the footwear industry, beginning in 1975 when he collaborated with his father to create the "Horseshoes" brand, which was licensed to Ralph Lauren. He has also served in a key executive role at Candies and as co-founder of Kenneth Cole Productions. Libby Edelman was a noted senior fashion editor in the 70s and early 80s with magazines such as Harper's, Seventeen, and Glamour, followed by a major role as director of public relations at Calvin Klein. After moving to California in 1983, Libby joined Sam as president of the Esprit Children's Division. For more than 25 years, they have worked not only as life partners, but also as business partners.

### About Brown Shoe Company

Brown Shoe Company is a \$2.6 billion, global, footwear company that puts consumers and their needs first, by targeting the strategic Family, Healthy Living and Contemporary Fashion 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 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](#), [Vera Wang](#), [Avia](#) and [rykà](#) -- across multiple distribution channels. In addition to our retail and wholesale operations, we maintain a strong online presence with our ecommerce sites, [FamousFootwear.com](#), [Naturalizer.com](#) and [Shoes.com](#). Visit [brownshoe.com](#) to learn more about us. Brown Shoe Company: feel good and live better... feet first!

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