

## Circus by Sam Edelman Launches Ecommerce Site

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### *New Digital Flagship Invites Consumers to #jointhecircus*

NEW YORK--(BUSINESS WIRE)--Circus by Sam Edelman is sounding the call to #jointhecircus, with the launch of its new digital flagship – [circusbysamedelman.com](http://circusbysamedelman.com). The ecommerce site will allow consumers to purchase product online directly via desktop, mobile or tablet.

Site features include an interactive homepage with rollover graphics, links to key styles for the season, and a social media driven platform.

Highlights include a blog where fans of the brand can find everything that shapes the Circus Girl's lifestyle:

- **Bedroom Wall** - Design inspiration and mood boards
- **Trending Tuesday** - Hot trends from the Bedroom Wall come to life
- **Music and Movies** - Album reviews, playlists and movie debuts
- **At the Circus** - Behind the scenes coverage of the New York design studio
- **Weekend Warrior** - What the Circus Girl does for fun

The site also includes exclusive footage from the Circus by Sam Edelman fall 2014 ad campaign with up-and-coming model Camilla Christensen.

“Our Circus Girl lives online,” said Jesse Edelman, national sales manager for the Circus brand. “She is always on social media, searching for the latest trends and shopping for the hottest styles. This new site offers her a one-stop-shop for inspiration and product - everything that influences her.”

One Rockwell, an ecommerce agency, served as the creative and development partner for the site. Circus by Sam Edelman is a division of Sam Edelman. Both brands are owned by Brown Shoe Company.

### 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 items that are eminently fashionable and beautifully constructed at an attainable price point. 2012 was a banner year for the brand, with the launch of outerwear collection 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 and handbag collection and announced their expansion into apparel for fall 2014. The Sam Edelman brand is a division of 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 more than 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct 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 Shoes, LifeStride and Ryka. Our Contemporary Fashion brands — Sam Edelman, Franco Sarto, Vince, Via Spiga, 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!

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140910006469/en/>

### Language:

English

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