

Dr. Scholl's® Shoes Expands on New Chapter in its History

Release Date:

Thursday, November 3, 2011 2:35 pm CDT

Terms:

Dateline City:

ST. LOUIS

Three new Dr. Scholl's Shoes stores celebrate grand openings

ST. LOUIS--(BUSINESS WIRE)--As part of its continuing success in reimagining the brand, Dr. Scholl's Shoes celebrated fall with the grand openings of its first retail stores. On Oct. 17, three stores opened in Las Vegas, Ellenton, Fla., and San Marcos, Texas, featuring men's and women's sandals, casuals, boots and sport shoes. The stores have a special section dedicated to providing men's and women's slip resistant Dr. Scholl's Work Shoes, as well.

To help consumers maintain a healthy, active lifestyle, the stores also offer an assortment of foot care products, including Dr. Scholl's® Massaging Gel Insoles, a variety of Dr. Scholl's® for Her foot care products, and Dr. Scholl's® socks. In addition, each of the stores features a Dr. Scholl's® Custom Fit® Orthotic Center, which uses Footmapping® technology to identify unique foot pressure points and arch type and then recommends a Custom Fit® Orthotic insert for all-day comfort.

"Opening these stores provides us with a great opportunity to bring the Dr. Scholl's Shoes brand directly to consumers," said Keith Duplain, senior vice president and general manager of Dr. Scholl's Shoes. "The long-standing comfort properties of Dr. Scholl's, combined with modern, casual styling, will help take consumers anywhere they want to go."

This fall also marks the introduction of styles designed to even better address the needs of active consumers, by offering the proprietary comfort technology Dr. Scholl's is known for, combined with modern, handcrafted styling. Styles, such as Jamie, Bobbin and Oren, will be available in both the new Dr. Scholl's Shoes stores and online.

In addition to the new locations, Dr. Scholl's Shoes are available at over 8,000 accounts, including Lord & Taylor, Macys.com, Scheels and Piperlime. The new design direction and enhanced comfort features have also helped expand the presence of Dr. Scholl's Shoes at retailers such as Belk, DSW and Zappos.com.

About Dr. Scholl's

Dr. Scholl's is a registered trademark of MSD Consumer Care, Inc. Dr. Scholl's® footwear is designed and marketed by Brown Shoe Company, Inc. under license from MSD Consumer Care, Inc., a subsidiary of Merck & Co., Inc. For more information, visit the brand's web site at www.drschollshoes.com. Dr. Scholl's Shoes. Go. Play.

About Brown Shoe Company, Inc.

Brown Shoe Company is a \$2.7 billion global footwear company. Brown Shoe Company's Retail division operates Famous Footwear™, a leading family branded footwear destination with over 1,100 stores nationwide and e-commerce site FamousFootwear.com, approximately 250 specialty retail stores in the U.S., Canada and China primarily under the Naturalizer® brand name, and footwear e-tailer shoes.com. Through its wholesale divisions, Brown Shoe Company designs and markets leading fashion and athletic footwear brands including Naturalizer, Dr. Scholl's®, LifeStride®, Sam Edelman®, Franco Sarto™, Via Spiga®, Etienne Aigner™, Vera Wang Lavender™, Avia®, rykä® and Buster Brown™. Brown Shoe Company press releases are available at brownshoe.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50056655&lang=en>

Language:

English

Contact:

Brown Shoe Company, Inc.

Media:

Diana Thomas, 212-324-4525

dtomas@brownshoe.com

or

Investors

Peggy Reilly Tharp, 314-854-4134

ptharp@brownshoe.com

Ticker Slug:

Ticker: BWS

Exchange: NYSE

Source URL: <https://investor.caleres.com/press-release/dr-scholls-shoes-expands-new-chapter-its-history>