

Sam Edelman Opens Second West Coast Store in Santa Clara, Calif.

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Valley Fair Mall Location Opens Just in Time for Holiday Shopping

NEW YORK--(BUSINESS WIRE)--Sam Edelman continues to expand its West Coast retail presence. The iconic lifestyle designer's new 2,896 square foot store opened on November 20 at Westfield Valley Fair Mall in Santa Clara, Calif. The new location is the second in California and is the largest of all Sam Edelman stores, including those planned to open in the next year.

"Libby and I lived in Northern California for ten years and we have continued to watch the exciting growth of this area," said Sam Edelman, designer, founder and division president for the Sam Edelman division of Caleres. "With the opening of our Valley Fair location, we are thrilled to have a store back home."

Designed by Dagnell Folger of Architecture + Information, the store stays true to the Sam Edelman aesthetic with a mix of materials such as reclaimed wood and raw concrete with rose-colored brass and black leather. Hints of the brand's signature shade of green provide a pop of color, and vintage furniture pieces—curated by Sam Edelman himself—are mixed throughout for a personal touch.

The full Sam Edelman lifestyle assortment will be displayed in custom-designed fixtures. There will also be a dedicated section for the Circus by Sam Edelman brand.

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 renowned contemporary shoe brands, Edelman's designs reflect his creative sensibility, delivering items that are eminently fashionable and beautifully constructed at an attainable price point. With the addition of apparel, jewelry and handbags, Sam Edelman has grown into a complete lifestyle brand, dressing the "Sam Girl" from toe to head. With flagship locations in New York City's Soho shopping district and on North Beverly Drive in Los Angeles, Sam Edelman continues to expand its retail presence worldwide. The Sam Edelman brand is a division of Caleres.

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Contact:

Sam Edelman
Ashley Latsha, 646-381-6903
Ashley@samedelman.com

Ticker Slug:

Ticker: CAL
Exchange: NYSE

@sam_edelman

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