

Sam Edelman Opens East Hampton Pop-Up Shop

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On Wednesday, May 25, Sam Edelman will open the doors to its destination boutique in East Hampton, New York.

Located at 46 Main Street, the 1600 square foot store will showcase primarily Sam Edelman's Spring/Summer 2011 collections, as well as hand selected pieces for Fall. Several exclusive styles will also be offered during the summer season. Additionally, the store will feature a specially curated selection from the Libby Edelman collection of ready-to-wear, footwear, jewelry and more.

The store's design, conceived by Sam Edelman, along with his wife and muse Libby, will be beach chic, with a gallery feel. Whitewashed walls will highlight a spectacular display of larger than life images from Sam Edelman's renowned advertising campaign.

"Hampton girls love our brand and what we do. We needed the perfect home to showcase our brand for the summer, and this is it!" said Sam Edelman.

East Hampton is one of the hottest spots for summer shopping, featuring some of the world's most celebrated brands. Widely known for being a trendsetter, Sam Edelman's name is synonymous with creating some of the most iconic footwear fashion trends in the world.

About Sam Edelman

Sam Edelman, along with his wife Libby Edelman, are the creative visionaries behind the Sam Edelman and libby. edelman brands 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 launched in 1983 and again in 1987 with the launch of the Sam & Libby brand, which was later 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, and included 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 the following 25 years they have worked not only as life partners, but also as business partners. Today, Libby leads not only the marketing efforts of Sam Edelman, but is also lead designer of the libby. edelman footwear brand, which launched ready-to-wear, jewelry, handbags, belts and legwear on HSN in August 2010.

About Brown Shoe Company, Inc.

Brown Shoe is a \$2.7 billion global footwear company. Brown Shoe'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 260 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 designs and markets leading fashion and athletic footwear brands including Naturalizer, Dr. Scholl's, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Vera Wang Lavender, Etienne Aigner, Avia, ryka, AND1 and Buster Brown. Brown Shoe press releases are available on the Company's website at www.brownsheo.com.

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