

Sam Edelman Expands East Coast Retail

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Garden State Plaza Location Opens

NEW YORK--(BUSINESS WIRE)--Sam Edelman is expanding its East Coast retail presence. The iconic lifestyle designer has a new 2,100 square foot space that opened on Wednesday, July 22 at Garden State Plaza mall in Paramus, New Jersey. The store is located in the newly-opened Fashion District wing of New Jersey's largest shopping destination.

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.

A full lifestyle assortment of the brand's categories, including footwear, handbags, jewelry and apparel, are displayed in custom-designed fixtures. There is also a dedicated section for the Circus by Sam Edelman brand.

"We are thrilled to expand our East Coast retail presence and Garden State Plaza was the perfect location choice," said Sam Edelman, designer, founder and division president for the Sam Edelman division of Caleres.

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. In 2012 the Sam Edelman flagship store opened on Spring Street in the heart of Soho's shopping district followed by the Fall 2014 opening of a west coast flagship location in Beverly Hills. The Sam Edelman brand is a division of Caleres.

About Caleres

Caleres is a diverse portfolio of global brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. Our products are available virtually everywhere - in the over 1,200 retail stores we operate, in hundreds of major department and specialty stores, on our branded ecommerce sites, and on many additional third-party retail websites. Famous Footwear and Famous.com serve as our Family brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Naturalizer, Dr. Scholl's, LifeStride, Bzees and Rykä represent our Healthy Living brands. Combined, these brands help make Caleres a company with both a legacy and a mission. Our legacy is our more than 130-years of craftsmanship, our passion for fit and our business savvy, while our mission is to continue to inspire people to feel good...feet first. Visit caleres.com to learn more about us.

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