

Fergie Reviews Latest Shoe Line at Brown Shoe Company Showroom

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Spring 2013 Line Boasts Bold Colors, Ornamentation and Exotics

NEW YORK--(BUSINESS WIRE)--Eight-time Grammy Award-winning singer, songwriter, actress and fashion icon Fergie visited the Brown Shoe Company showroom today to review the spring 2013 lines of Fergie Footwear and Fergalicious by Fergie during the Fashion Footwear Association of New York (FFaNY) Shoe Expo.

"My footwear lines for spring 2013 really capture the trends I like for next year," said Fergie. "As we enter the fifth year of this partnership, I couldn't be happier. What girl doesn't love shoes? These lines reflect my style - feminine, fun and sexy."

The spring 2013 Fergie Footwear and Fergalicious by Fergie lines cover a range of categories including platform and single-soled heels, wedges, flats and sandals. They feature bright bold colors including jewel tones, metallic and neon; metal ornamentation and hardware like studs and stones; and exotic prints and materials.

"The close collaboration we have with Fergie is instrumental to the success of both brands," said Jay Schmidt, division president, Contemporary Fashion for Brown Shoe Company "Not only is she very involved with the inspiration behind the designs, she also plays an integral role in the marketing and social media that connects to her consumers."

The Fergie Footwear and Fergalicious by Fergie lines can be found at major department stores, national shoe chains and online.

About Brown Shoe Company

Brown Shoe Company is a \$2.6 billion, global, footwear company that puts consumers and their needs first, by targeting the strategic Family, Healthy Living and Contemporary Fashion platforms. We have more than 130 years of experience, passion and product innovation and operate more than 1,300 Famous Footwear and Naturalizer retail stores across the United States, Canada and China. We also design, source and market many well-known wholesale shoe brands -- such as [Naturalizer](#), [Dr. Scholl's Shoes](#), [LifeStride](#), [Sam Edelman](#), [Franco Sarto](#), [Via Spiga](#), [Vera Wang](#), [Avia](#) and [Ryka](#) -- across multiple distribution channels. In addition to our retail and wholesale operations, we maintain a strong online presence with our ecommerce sites, [Famous.com](#), [Naturalizer.com](#) and [Shoes.com](#). Visit [brownshoe.com](#) to learn more about us. Brown Shoe Company: feel good and live better... feet first!

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50301426&lang=en>

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