

Circus by Sam Edelman Debuts Spring 2015 Ad Campaign

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NEW YORK--(BUSINESS WIRE)--For the third consecutive season, Circus by Sam Edelman has tapped up-and-coming photographer Zoey Grossman for its spring 2015 campaign. Shot in Los Angeles, the ads feature Josephine Skriver alongside fresh faces Charlene Almarvez and Rossy Herrera.

"This season we were inspired by the movie '*Girl, Interrupted*.' We wanted to capture that edgy, borderline dangerous feel that, based off of the current trends in media, our Circus girl is drawn to," said Jesse Edelman, national sales manager for the Circus by Sam Edelman division of Brown Shoe Company.

The ads feature top styles from the Circus spring collection, such as sporty sandals and mesh espadrilles. Select shots feature the models in a stark bathroom setting, posed languidly on a bed and riding in a vacant bus. The images from the shoot will appear in print ads in leading fashion magazines, as well as a major outdoor and digital campaign. A behind-the-scenes video will also be featured on circusbysamedelman.com.

About Circus by Sam Edelman

Launched in 2012, Circus by Sam Edelman is a playful extension of the iconic Sam Edelman brand. Having the same trend-driven aesthetic that is synonymous with the Edelman name and reputation, the Circus brand embodies the essence of today's youth. The Circus girl is a bit of a rebel. She lives for fashion but plays by her own rules. The Circus by Sam Edelman brand is a division of Brown Shoe Company.

About Brown Shoe Company

Brown Shoe Company is a \$2.5 billion, global, footwear company whose shoes are worn by people of all ages, from all walks of life. Our products are available virtually everywhere - in the over 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 13 branded ecommerce sites, and on many additional third-party retail websites. Through our broad range of products, we serve three key market segments. Our Family brands - Famous Footwear and Famous.com - are one-stop-shopping destinations for high quality, affordable styles for a family's every occasion. Active people who want comfort, style and performance, can look to our Healthy Living brands - Naturalizer, Dr. Scholl's, LifeStride and Ryka. Our Contemporary Fashion brands - Sam Edelman, Franco Sarto, Vince, Via Spiga, Fergie Footwear and Carlos Santana - keep fashionistas in step with the latest trends. At Brown Shoe Company, we inspire people to feel good and live better... feet first!

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150210006137/en/>

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