

Sam Edelman Opens Store in Las Vegas

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New Store Marks 5th Store to Open in the U.S.

NEW YORK--(**BUSINESS WIRE**)--Sam Edelman continues to expand its retail presence. The iconic lifestyle designer has a new 2,500 square foot space that opened on December 4 at The Forum Shops at Caesars Palace in Las Vegas. The Forum Shops are located on the Las Vegas Strip and is home to over 160 stores and boutiques.

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. Vintage furniture pieces—curated by Sam Edelman himself—are mixed throughout for a personal touch.

“Having traveled the world and having seen every great retail location, I firmly believe the Forum Shops in Las Vegas is at the forefront of global retail. Opening a store there is a dream we have had for a very long time,” said Sam Edelman, designer, founder and division president for the Sam Edelman division of Caleres.

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_Edeleman

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