

## Kate Upton Returns as Face of Sam Edelman, Fall 2014

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NEW YORK--(BUSINESS WIRE)--Kate Upton returns for a third season as the face of Sam Edelman's fall advertising campaign. Photographers Mert Alas and Marcus Piggott shot Upton in London on a private set with minimal décor, using only a bed. Trey Laird directed the campaign.

"This campaign reveals Kate in an intimate one-on-one moment," said Sam Edelman, designer, founder and division president for the Sam Edelman Division of Brown Shoe Company. "With the launch of our apparel line this season, we can dress her from toe to head but sometimes all she wants are her Sams."

The images from the shoot will appear in major digital and nationwide billboard campaigns. A behind-the-scenes video will also appear on [samedelman.com](http://samedelman.com).

### 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 successful shoe collections in fashion history, Edelman's designs reflect his creative sensibility, delivering footwear that is eminently fashionable and beautifully constructed at an attainable price point. 2012 was a banner year for the brand, with the launch of outerwear and accessories collections and a flagship store opening in Soho extending the company's retail reach. It also marked the debut of Sam Edelman's juniors' line Circus by Sam Edelman, helping Sam Edelman Shoes earn *Footwear News'* *Brand of the Year* for a second time in the brand's history. In 2013 the brand launched a jewelry collection and announced their expansion into apparel for Fall 2014. The Sam Edelman brand is owned by 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 more than 1,200 Famous Footwear and Naturalizer retail stores we operate, in hundreds of major department and specialty stores, on 14 distinct 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, Famous.com and shoes.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 Shoes, 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/20140820006034/en/>

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