

Caleres and Saint Louis Fashion Fund Announce 2015 Caleres Emerging Designer Award, Runway Show and \$25,000 Award

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Presentation on Wednesday, November 4, 2015 in St. Louis

Caleres and Saint Louis Fashion Fund will award one Emerging Designer \$25,000 on Wednesday, November 4 in St. Louis. The 2nd annual Caleres Emerging Designer Award, presented by Saint Louis Fashion Fund, will feature a runway presentation of the six finalists' collections, before 1,000 guests as part of Saint Louis Fashion Week at the historic Union Station. In addition to the cash prize, the Caleres Emerging Designer Award will include production of an item from the winner's collection and mentorship from industry professionals.

"Some of the values we live by every day, as a company, include curiosity, creativity and passion," says Diane Sullivan, CEO, president and chairman of Caleres. "The Emerging Designer Award embodies those values, and we are always inspired by the designers that participate. Each year, the bar is raised—we can't wait to meet the candidates this year."

Applications for the Caleres Emerging Designer Award are online at saintlouisfashionfund.org. The six finalists will be announced and introduced in New York, on Monday, August 3.

Jurors for the Caleres Emerging Designer Award presented by Saint Louis Fashion Fund include Barneys Fashion Director Tomoko Ogura, CEO of La Force and Stevens James La Force, Co-CEO of Hildun Corporation and Chairman of Interluxe Holdings LLC, Gary Wassner, and designer Lisa Perry.

Caleres and Saint Louis Fashion Fund have also engaged Roopal Patel of RPC Consulting to help identify talent for the 2015-16 Award and to strategize with the Fund on a Design Challenge for the six finalists. Ms. Patel spent many years working in luxury retailing as Senior Fashion Director at Bergdorf Goodman and as Senior Fashion Director for its parent company, Neiman Marcus.

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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 Ryka 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 better feet first. Visit caleres.com to learn more about us.

About Saint Louis Fashion Fund

Saint Louis Fashion Fund is a non-profit organization, which supports emerging designers and promotes fashion education and outreach. Among the programs the Fund supports is Lift for Life Academy's inner city fashion program, Missouri History Museum's conservation of period gowns, and the Caleres Emerging Designer Award. The Fund's signature project is building a Fashion Incubator in Downtown St. Louis, which was once a bustling Garment District, second only to New York. For more information, visit Saint Louis Fashion Fund's website, www.saintlouisfashionfund.org or contact Pam Schlichter, pbschlichter@gmail.com or 646/872-9197.

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