

Bzees Launches Ecommerce Site Bzees.com

Release Date:

Monday, April 20, 2015 3:01 pm CDT

Terms:

Dateline City:

ST. LOUIS

ST. LOUIS--(BUSINESS WIRE)--Bzees, the shoe known for being easy to wear and easy to wash, now makes it easy for shoe lovers to purchase the latest styles with the launch of its ecommerce site Bzees.com. The new site will allow customers to purchase Bzees shoes directly via desktop, mobile or tablet.

"The Bzees brand demonstrates how light feels right in all aspects of life," said Lori McDermid, Bzees vice president of sales. "We believe in celebrating the fun parts of her day with a light-hearted brand personality and sporty style. We also wanted to create a site, which engages the consumer and brings the Bzees experience to life."

The new site includes an animated technology section featuring Bzees' very own Cloud Technology, roll over graphics, and links to key styles and social media.

Additional highlights include:

- Free shipping, free returns and free high-fives
- Fun and playful graphics, copy and product descriptions
- A few surprises, including a new footwear category only Bzees could own: Print Bomb

Brevity, an ecommerce agency served as the creative partner for the site. Bzees is a division of Brown Shoe Company, soon to be Caleres.

About Brown Shoe Company and Caleres

Following its annual shareholder meeting on May 28, 2015, Brown Shoe Company will become Caleres. Caleres is a diverse portfolio of global brands, which fit people's lives: Family, Healthy Living and Contemporary Fashion. Famous Footwear and Famous.com serve as our Family brands. Naturalizer, Dr. Scholl's, LifeStride, Bzees and Ryka represent our Healthy Living brands. Our Contemporary Fashion brands include Sam Edelman, Franco Sarto, Vince, Via Spiga, Diane von Furstenberg, Fergie Footwear and Carlos Santana. Our brands are available in our over 1,200 retail stores, in hundreds of major department and specialty stores, on our branded ecommerce sites, and on many additional third-party retail websites. As a portfolio, our brands make Caleres a company with both a legacy and a vision. Our legacy is our more than 130-years of craftsmanship, our passion for fit and our business savvy, while our vision is to continue to inspire people to feel good feet first.

Language:

English

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Ticker: BWS

Exchange: NYSE

Source URL: <https://investor.caleres.com/press-release/bzees-launches-ecommerce-site-bzeescom>