

Sam Edelman Announces Fall 2015 Advertising Campaign

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Rocky Barnes featured as this season's Sam's Girl

NEW YORK--(BUSINESS WIRE)--Sam Edelman has tapped influencer Rocky Barnes as the face of the brand's fall ad campaign and the newest "Sam's Girl."

Edelman collaborated with legendary photographer Patrick Demarchelier to create something unexpected by shooting the model turned blogger.

"We broke the rules by asking Patrick to shoot a social influencer. We are a young, socially-aware brand and we recognize the importance of girls like Rocky," said Sam Edelman, designer, founder and president of the Sam Edelman division of Caleres. "She has a tremendous following, her social presence resonates with our customer and she's a true fan of the brand."

Shot by Demarchelier in his New York studio, the campaign focuses on product from the Sam Edelman fall 2015 lifestyle collection, including apparel, jewelry, handbags and footwear.

The campaign will debut in an eight page story in *Vogue's* September issue and across the Sam Edelman media channels. An extensive out-of-home campaign will follow.

The ads will also serve to extend the very successful #samsgirls campaign. First launched in 2014, it has evolved from encouraging influencers and consumers to post photos with the dedicated hashtag to being featured on all advertising and retail executions for the 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.

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 Rykă 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 good...feet first. Visit caleres.com to learn more about us.

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Contact:

Sam Edelman
Ashley Latsha, 646-381-6903

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