

## Brown Shoe Company Announces Licensing Agreement with Diane von Furstenberg

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ST. LOUIS--(BUSINESS WIRE)--Brown Shoe Company (NYSE: BWS) ([brownshoe.com](http://brownshoe.com)) today announced it has entered into a licensing agreement with Diane von Furstenberg to produce and distribute a women's shoe collection, which will launch to consumers for the Resort 2016 season.

"I love my legs, but I count on my feet! Nothing is more important than shoes for the confident, sexy woman on-the-go. I am thrilled to partner with Brown Shoe Company to bring this spirit to our shoe line," said Diane von Furstenberg, founder and co-chairman of DVF Studio.

"For more than four decades, Diane von Furstenberg has shared her sophisticated style with the world," said Diane Sullivan, CEO, president and chairman of Brown Shoe Company. "This is a great opportunity, for both companies, to continue to build on an already solid and successful global lifestyle brand. Diane is such an inspiration to everyone and we look forward to making amazing shoes together."

The contemporary collection will mirror Diane von Furstenberg's feminine, effortless and classic styles. Distribution will be targeted to key wholesale partners, both domestically and internationally, where DVF ready-to-wear and accessories collections are sold. It will be managed out of Brown Shoe Company's New York office by Jay Schmidt, division president of Contemporary Fashion for Brown Shoe Company.

### About Brown Shoe Company

Brown Shoe Company is a \$2.6 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 over 1,200 Famous Footwear and Naturalizer 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. Through our broad range of products, we serve three key consumer platforms. Famous Footwear and Famous.com serve as our Family brands and provide 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, 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!

### About Diane von Furstenberg

A global luxury lifestyle brand and one of the premier names in American fashion, Diane von Furstenberg was founded in 1972 by the designer. Renowned for its iconic wrap dress and signature prints, DVF has expanded to a full collection of ready-to-wear and accessories including handbags, shoes, small leather goods, scarves, and jewelry. The company also offers luggage, eyewear, and home furnishings. In 2012, its Founder and Co-Chairman, Diane von Furstenberg, was named the most powerful woman in fashion by Forbes Magazine. She also serves on the board of Culture Shed, the new center for artistic and cultural innovation in New York City. In 2014, Diane published a memoir, *The Woman I Wanted to Be*.

Headquartered in New York City, DVF now boasts a global distribution network in over 55 countries and 1500 points of sale including 115 DVF owned and partnered stores throughout North and South America, Europe, the Middle East and Asia Pacific. DVF can be found online at <http://www.dvf.com>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150325006312/en/>

### Language:

English

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