

# our brands

*Every shoe tells a story, and Caleres has the perfect fit for every one of them. Outfitted in our brands, customers can step confidently into athletic events, new jobs, special occasions, and everyday adventures.*

*We offer retailers and consumers a carefully cultivated portfolio of leading brands by designing, developing, sourcing, manufacturing, marketing and distributing branded footwear that caters to virtually every lifestyle.*

*Notwithstanding the many challenges we all faced in 2020, our brands continued to innovate and inspire, while remaining true to their unique identities and relationships to consumers. This is evident in the way our brands responded to the COVID-19 pandemic, other impending social needs and in the continued migration to more environmentally preferred materials and processes.*





# outfitting healthcare heroes

*When the COVID-19 pandemic struck, Caleres' brands stepped up to ensure that frontline healthcare workers had what they needed to work safely and comfortably. In a period of unprecedented need, we looked for opportunities to give back to the heroes who give their all for their patients and communities.*

As part of the Free Pair for Healthcare initiative, Famous Footwear partnered with Crocs to deliver more than **20,000 pairs of shoes and shoe coverings to healthcare workers in New York and St. Louis.**

In Port Washington, Wisconsin, team members at our domestic Allen Edmonds factory used their manufacturing acumen to quickly produce more than **200,000 face masks** for local hospitals, including Children's Hospital in Milwaukee. These simple, effective masks designed for patients and visitors allowed hospital staff to conserve their limited supply of N95 masks.

In our hometown community of St. Louis, Dr. Scholl's donated **2,300 pairs of slip-resistant protective shoe covers** for healthcare workers at Barnes Jewish Hospital.

The Caleres office in New York City donated boxes of **N95 masks** to Montefiore Hospital, where they were used by hospital staff conducting drive-thru COVID tests.

Vionic donated more than **450 pairs each of Vionic Pro shoes and orthotic inserts** to help healthcare heroes work more comfortably in New Orleans, New York City and San Francisco.

This is just a sampling of how our brands responded when their communities needed them most.

*For more information on corporate philanthropy and volunteerism, please see the Our Communities section, beginning on [Page 33](#).*



## Brands Banding Together For COVID-19 Relief

Together, Allen Edmonds, Sam Edelman, Vionic, Dr. Scholl's and Ryka donated more than

- ✦ **200,000 masks,** nearly
- ✦ **5,000 pairs of shoes,** and
- ✦ **\$250,000**

to support frontline healthcare workers and COVID-19 relief efforts, including donations to hospitals in New Orleans, New York, San Francisco, and St. Louis.

FAMOUS  
FOOTWEAR

# steps up

## Multiyear partnership with Ticket to Dream Foundation supports foster kids.

Famous Footwear believes that everyone, especially those in need, deserve to experience the confidence that comes from owning a new pair of shoes. In July 2020, the Ticket to Dream Foundation became the official national charity partner of Famous Footwear. Ticket to Dream is dedicated to providing hope and opportunity for foster children across the United States. Through this partnership, Famous Footwear has engaged Associates, customers and partners to work together to improve the lives and futures of foster kids of all ages.



Photo captured pre-pandemic.

We have donated 12,000 pairs of shoes and are accepting donations at our registers across the country for a variety of other needs.

*To date, Famous Footwear has raised and donated nearly \$2 million as part of this initiative.*

Whether it's lacing up a new pair of kicks, having essential items on hand to improve their experience in care, equipping them with school essentials or celebrating the joy of the holidays, Famous Footwear helps foster youth feel a little famous.

To date, Famous Footwear  
has raised and donated nearly

# \$2 million

as part of this initiative.



## Back-to-School More Sustainably

Famous Footwear will enter the 2021 back-to-school season with its most sustainable product collection ever, both from the Caleres portfolio and other iconic brands.



Limited-edition Naturalizer VOTE boot  
raises money and awareness to help women  
explore the possibility of running for office.

In August 2020, in anticipation of the U.S. presidential election, [Naturalizer](#) teamed with Rebecca Lee Funk, founder of popular activist network [The Outrage](#), to release a limited-edition boot meant to empower women everywhere.

The word, “VOTE” appears in capital letters on the boot along the toe area in an exclusive, hand-painted design. Among the beneficiaries of this initiative are [She Should Run](#), a nonpartisan, nonprofit organization that works to increase the number of women considering a run for public office.

This collaboration is significant to both brands’ core values of female empowerment and equality. And, by raising money for women’s causes, the VOTE boot represents a big step in the right direction.

running  
for  
office



comfortable,  
Original,  
sustainable



Dr. Scholl's Shoes Original Collection  
offers the brand's most sustainable  
options yet.

Since Dr. Scholl's Shoes made its debut with a simple wooden clog in the 1960s, consumers have depended on the brand for easy-to-wear styles that look and feel great. Today, consumers can also count on Dr. Scholl's for products that are better for our planet.

The Spring 2021 Original Collection was the most sustainable line to date. Nearly every shoe in the line was made using responsibly sourced materials and sustainable techniques like waterless dying. Topcloths and linings made from recycled water bottles have diverted more than 20 million bottles from landfills. And for every pair sold – more than 135,000 to date – Dr. Scholl's donated a tree to [Trees for the Future](#) to offset carbon emissions and help farmers regenerate their soil for the next generation.



# style meets sustainability. repeat.



## Allen Edmonds features eco-conscious innovation and exceptional shoe recrafting.

With stunning design and quality craftsmanship, the Allen Edmonds Discovery Collection features renewable and sustainably sourced materials, including vegetable-tanned leathers, recycled soles, biodegradable elements and more.

But the brand's eco-friendly offerings don't stop there. Allen Edmonds also offers recrafting of most of its shoes, boots and even sneakers, saving components and resources. The result is a shoe in almost-new condition for a fraction of the cost. Most pairs of Allen Edmonds shoes have the potential to be recrafted up to three times, extending their life for decades. The program has kept more than 500,000 pairs from landfills.



# making a great first impression



## Big strides forward for Sam Edelman packaging.

Sometimes what's on the outside really counts. And that's definitely the case with the Spring 2021 launch of the new Sam Edelman shoebox and packaging, which will eliminate plastic, reduce stuffing and offer other enhancements. The goal is to make the box fully recyclable by Fall 2021.

*Read more about how Caleres is re-imagining packaging within our Brand Portfolio on [Page 18](#).*

## Dressing for Success

Each year, Sam Edelman partners with the nonprofit organization, Dress for Success, to provide a fresh start to women in need of professional attire with shoe samples no longer needed at the end of the season.





wellness  
from the  
ground up

Vionic empowers  
consumers, Soul to Sole

The Vionic brand inspires with its eco-friendly components and exceptional comfort, support and style. But it really takes a quantum leap in customer care with its Soul to Sole health and wellness education program. Soul to Sole offers complimentary guidance, articles and foot-health information from a team of empowerment experts.



4Earth,  
forever

Blowfish Malibu  
makes waves for  
ocean conservation

By expanding its 100% cruelty free Vegan collection, eliminating plastic from its packaging and using recycled materials, Blowfish Malibu's reputation for responsibility is well deserved. And with the launch of its partnership with Oceana, the largest international advocacy organization dedicated solely to ocean conservation, the brand has added to its creds. Starting in Spring 2020 and throughout 2021 ...

... Blowfish Malibu is donating \$1 to Oceana for every pair sold from its popular 4Earth collection.