

Our BRANDS



Consumer insights drive innovation and design, and our legacy of craftsmanship serves as our foundation for quality. Our brands continue to innovate and inspire as they migrate to environmentally preferred materials and respond to social needs, all while remaining true to their unique identities and consumers.



ENABLING A CIRCULAR ECONOMY

At Caleres, the forward focus of our brands has led to an intentional elimination of waste while extending the life span of our products. This embrace of circularity both protects the environment and delivers new value to consumers.



“Quality and innovation are the primary drivers of our journey in the circular economy. Producing footwear that is built to last and formulating novel approaches to give products new life allows the Caleres family of brands to conserve resources while creating shared value for our stakeholders.”

— DAN FRIEDMAN, CALERES CHIEF SOURCING OFFICER AND SOLES4SOULS BOARD MEMBER



LAUNCHING RELOVE: SAM EDELMAN

In 2023, Sam Edelman announced the launch of its ReLove initiative, a resell program for preloved Sam Edelman footwear. The program enables customers to list and sell their gently used Sam Edelman shoes through a designated page on the brand’s website, providing customers with a more sustainable way to update their wardrobe while extending the life span of Sam Edelman products. Sellers receive a prepaid label to ship their footwear to buyers and can choose between cash or a Sam Edelman credit as their form of payment. In less than a year, nearly 2,000 pairs of preloved Sam Edelman shoes were purchased by more than 1,200 unique buyers.

RERAFTING BY ALLEN EDMONDS

Built on a foundation of timelessness, Allen Edmonds produces shoes with superior craftsmanship that allows its footwear to exceed the life span of many competitors. That life span is furthered through the company’s proprietary recrafting initiative, which restores shoes in our own factory to near new condition using original manufacturing materials and techniques. In 2023, the recrafting initiative helped keep more than 25,000 shoes from landfills.



\$1M and 30K+ gently used shoes donated by Famous Footwear customers at 800+ stores to Soles4Souls to support individuals facing poverty.

PARTNERING WITH SOLES4SOULS: FAMOUS FOOTWEAR

In 2023, Famous Footwear encouraged customers to donate their gently used shoes in support of the Soles4Souls 4Opportunity program, which helps individuals in low-income countries start and grow their own businesses selling donated shoes and clothing. In total, Famous Footwear patrons at 800+ stores donated 15,721 gently used pairs of shoes to the 4Opportunity program. In addition, customers donated more than \$1 million by rounding up at the register at Famous and other Caleres brand websites to benefit Soles4Souls’ 4EveryKid initiative, which provides a pair of brand-new athletic shoes to homeless children. These funds allow Soles4Souls to serve more than 30,000 children experiencing homelessness across the U.S.

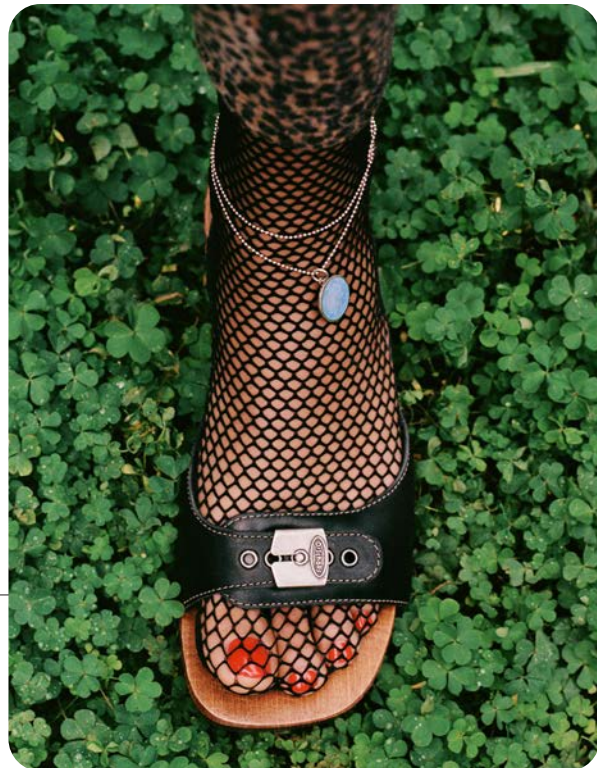


CHAMPIONING SUSTAINABILITY AND INCLUSIVITY

Caleres relies on contributions of our brands to help reach our ESG goals. Each brings something different to the table.

COLLABORATING FOR GOOD: DR. SCHOLL'S

Heritage brand Dr. Scholl's Shoes and California-based denim brand RE/DONE partnered to create a limited-edition footwear capsule collection that responsibly re-imagines the iconic Dr. Scholl's Shoes Original Sandal. Driven by a shared commitment to creating eco-conscious style and paying homage to seminal fashion, the two brands used their combined expertise to create the perfect vintage-inspired sandal. The collection, launched in March 2023, featured handmade artisanal wood clog soles made from natural beechwood certified by the Forest Stewardship Council (FSC) and leather responsibly sourced through Leather Working Group-audited factories.



SEEDING TREES FOR THE FUTURE: DR. SCHOLL'S

For every purchase of eco-conscious styles, Dr. Scholl's donates a tree to Trees for the Future to offset greenhouse gas (GHG) emissions and help communities worldwide reap the many benefits trees afford. Trees for the Future's Forest Garden approach facilitates tree planting on former farmlands, helping to reduce the need for local forestry, and trains communities on sustainable land use so they can grow their economies and food systems. Since 2020, Dr. Scholl's has planted more than 300,000 trees.

UNVEILING OUR TRUE COLORS: NATURALIZER

Naturalizer designs shoes that put women first. Recognizing that "nude" is not one shade fits all, the brand previously launched its True Colors collection to celebrate the skin every woman lives in. The coveted collection continued to expand in 2023, offering an inclusive spectrum of neutral shades in five timeless styles, with all complexions in mind.



JOINING IN THE FIGHT AGAINST BREAST CANCER: VIONIC

\$120,000
Vionic donated \$120,000+ to BCRF in support of its mission to prevent and cure breast cancer.

United by a shared goal to end breast cancer, the Vionic x Breast Cancer Research Foundation (BCRF) collaboration launched in 2023 with limited-edition pink styles for daily wear, to symbolize that a cure for breast cancer is always on our minds. In 2023, Vionic donated \$120,000+ from the collection toward BCRF in support of its mission to prevent and cure breast cancer by advancing the world's most promising research.

INTEGRATING INCLUSION: VERONICA BEARD VESPER TALL SHAFT WIDE CALF BOOT

The Veronica Beard Vesper Tall Shaft Wide Calf Boot showcases our improved wide-calf design creating an inclusive fit and is a One Planet Standard style (see Page 12), receiving one of Caleres' highest sustainability ratings. The Accessories Council, a not-for-profit trade organization, recognized the boot with a Design Excellence Award.

