

# Our Brands



*Caleres relies on the unique contributions of individual brands in our portfolio to realize our ambitious ESG goals. Each brand brings something different to the table. Whether by utilizing new environmentally preferred materials, leading community service programs, or inspiring customers to give back to their communities, our brands are continuously moving in the right direction.*



## Our Brands

### PUTTING OUR BEST FOOT FORWARD

**O**ur brands contribute to our planet and our communities in a variety of ways that are unique to each brand.

## Since 2020, Famous Footwear and its customers have supported [Ticket to Dream Foundation's](#) mission

*to outfit children and youth in foster care with everyday essentials like shoes, clothing, and school supplies – so they can focus on being kids.*



*“The Caleres family of brands is integral to helping achieve our 2025 ESG targets, as they continue to create designs and adopt materials that both fit our customers’ evolving needs and are better for our shared planet.”*

— Jay Schmidt, President



**300,000**  
*kids received  
donations overall*

Famous Footwear customers can donate to Ticket to Dream and round up their purchase to the nearest dollar when they shop in-store or – as of February 2022 – online. Since the partnership began, these contributions have added up to more than \$6 million for this worthy cause.

Ticket to Dream works with over 200 nonprofit foster care agencies to distribute gifts quickly and efficiently to kids in need. In 2021 and through January 2022, this resulted in:

- 300,000+ kids receiving donations overall
- 68,000+ kids receiving school supplies, socks, shoes, masks, and backpacks for the new school year
- 41,000+ kids receiving gifts during the holiday season, including laptop computers, slippers, and special experiences like attending the Macy's Thanksgiving Day parade

Beginning in 2022, Famous Footwear will also support Ticket to Dream's [Ally program](#), which provides targeted support to Black, LGBTQ, and Hispanic youth in foster care.



## Our Brands



## 2021 CALERES ESG REPORT

### Hopeful, Happy Shoes

*Naturalizer and Tracy Reese collaborate to offer delightfully sustainable styles.*

Naturalizer is committed to supporting and celebrating women driving positive social change. This is joyful work, especially when designer Tracy Reese is involved. Reese teamed up with Naturalizer to create Hope for Flowers by Tracy Reese x Naturalizer, a capsule collection that pairs Reese's signature colorful prints with environmentally preferred materials including recycled linings, eco-conscious upper materials, and insole boards made from recycled plastics. In fact, 100% of the fabrics and leathers in the collection are environmentally preferred materials.

The collection launched in April 2022 with nine unique styles. Proceeds will benefit the nonprofit Nest and their [Makers United program](#), which works to increase diversity in local creative economies by providing resources to artisans.

### Sea Change

*Vionic Beach and Proteus engage customers in conservation.*

When plastic bottles are not recycled properly, many end up in the ocean, where they can harm sea life. To help keep plastics out of oceans, Vionic launched a multiyear [partnership with ocean conservancy group Proteus](#). The partners will fight plastic pollution with beach cleanup initiatives, a consumer education campaign, and three new sustainable sneakers in Vionic's Beach collection. The sneakers are made with [REPREVE® Our Ocean®](#), a material created from plastic bottles collected near coastlines in countries without adequate recycling programs.



### Celebrating Pride with Sam Edelman

*Sam Edelman proudly supports LGBTQIA+ organizations.*

During 2021 LGBT Pride Month, Sam Edelman celebrated with monetary gifts to three leading organizations making a difference in communities – [The Trevor Project](#), the [It Gets Better Project](#), and [GLAAD](#). The brand shared the love with customers too, giving limited-edition Pride Month T-shirts with any in-store purchase.



### Keeping SoCal Beautiful

*Blowfish Malibu organizes beach cleanup events.*

California brand, Blowfish Malibu, is committed to caring for and cleaning up the beaches in its backyard. To celebrate International Coastal Cleanup Day, Blowfish Malibu partnered with Athleta and the Surfrider Foundation to lead Southern California beach cleanups in Encinitas, Seal Beach, and Santa Monica. Volunteers collected more than 300 pounds of trash over three days.

The effort is part of the brand's ongoing [4Earth commitment](#) to step in the right direction for the environment and offer eco-friendly options.





Our Brands

Timeless Style, Artful Restoration

Allen Edmonds continues a legacy of quality craftsmanship.

With proper care, a typical shoe’s useful lifespan is about seven to 10 years. But Allen Edmonds shoes are anything but typical. For more than 30 years, a team of artisans has worked to recraft well-worn Allen Edmonds shoes so customers can continue to wear their favorite pair – or a pair worn by their father or grandfather. Most styles can be recrafted twice, and some can be recrafted three times. The artisans recrafted 22,254 pairs in 2021, preserving materials and memories for the next generation.



Sustainable Signage

Franco Sarto provides easy access to sustainability information.

Sustain by Sarto is making it easy for customers to feel good about their choices by putting sustainability information just a simple scan away. A QR code on the shoe outsole directs consumers to a webpage where they can learn more about the brand’s conscious design, from responsibly sourced leather to eco-conscious packaging.



Buy a Shoe, Plant a Tree

Dr. Scholl’s Trees for the Future helps counter climate change.

It’s simple: 1 shoe = 1 tree. And more trees mean less greenhouse gases in the atmosphere. In 2021, Dr. Scholl’s continued its [partnership with Trees for the Future](#), planting one tree for every shoe sold in its Original Collection. Since 2019, more than 183,274 trees have been planted in connection with this collaboration. It’s just one of many ways the brand is helping customers look good, feel good, and do good. [Learn more about Dr. Scholl’s sustainability journey.](#)

