



SAM EDELMAN X SCAD pro

2 0 2 3

Sam Edelman Team Representatives

Sam Edelman - Founder, Creative Director

Libby Edelman - Co Founder, SVP, Fashion Director

Ann Elizabeth Holley - Project Manager

Ashley Donohoe - Director, Product Merchandising

Celeste Miller - Senior Specialist, Product Merchandising *

Jessica Sodokoff - Manager, Marketing and Brand Strategy

Abby Bible - Senior Specialist, Brand Marketing *

Aeri Park - Director, Creative Services

Lauren Corrado - Graphic Designer *

Mary Hoemeyer - Vice President, Design and Product Development

Kellie Armbrust - Director, Design

Eduardo Rodrigues - Director, Technical Services

India Hart - Senior Designer *

* INDICATES SCAD GRADUATE

Our Goal

Sam Edelman is thrilled to announce an exciting collaboration with the next generation of Savannah College of Art and Design's emerging design, marketing and merchandising talent. The collaboration centers around an unrestrained, imaginative approach to women's sneaker design, in partnership with Nordstrom. Our mutual goal is to revolutionize and reimagine Sam Edelman's presence within the athletic category, balanced against a focused and disciplined proposal that considers all elements of product commercialization, storytelling, and commercial impact.

Sam & Libby Edelman are long supporters and collaborators of Savannah College of Art and Design. Their tenured history of recruitment and professional development, mixed with the pride of being parents to a SCAD film major, make this unique partnership a union built on authenticity and mutual affirmation.

Today, Sam Edelman currently employs 8 full time SCAD graduates, representing the single largest unique population of staff in our New York headquarters at 10%.



Sam Edelman

The Project

For nearly 20 years, Sam Edelman has been heralded as Nordstrom's leading contemporary designer, receiving numerous accolades and recognitions including the Nordstrom's Partner in Excellence Award, as well as recognition for over 7 unique styles exceeding 1 million pairs sold.

The Sam Edelman x SCAD collaboration will be highlighted through inspiring in-store and digital activations at Nordstrom. Sam Edelman x SCAD will deliver innovative and exclusive product centered around a curated storytelling series for the SS'24 season.

Sam Edelman x SCAD will deliver a capsule collection of sneaker products, designed for women, based on the provided industry trends.

Sam Edelman x SCAD will collaborate sourcing and material development rooted in the trends and fashion direction provided by Nordstrom and Sam Edelman as outlined in the project details. The products will be sold exclusively at Nordstrom stores nationwide and online.

Check In Milestones – SCAD pro

WEEK 1 KICKOFF (Virtual Sam + In-Person Representatives) Wednesday, March 29th

Sam Edelman to present concept to SCAD pro students.

1ST CHECK-IN (Virtual) Wednesday, April 12th

Students to present product, market, and competitor research.

Students to share early concept ideas and rough sketches for each month.

MID-QUARTER CHECK-IN (In-Person) Wednesday, April 26th

Students to present sketches, visual marketing, and storytelling concepts for feedback.

Students to share material swatches and hardware renderings.

3RD CHECK-IN (Virtual) Wednesday, May 10th

Students to share completed presentation with concept and sketches for final comments.

Sam Edelman team to confirm final material swatches and hardware prototypes for development.

FINAL PRESENTATION (In-Person) Wednesday, May 31st

Project Unveiling and Celebration Event

Final designs will be submitted for commercialization.

Trend Overview

JANUARY 2024

Innovative Performance & Cool Comfort (*"Innovative Comfort"*)

FEBRUARY 2024

Super Shoes x Super Brands

MARCH 2024

Fantasy Footwear

APRIL 2024

Community Craft

MAY 2024

Hyper Decor

JUNE 2024

Chalky Hues



NORDSTROM - JANUARY 2024

INNOVATIVE PERFORMANCE

- + **CONTEXT:** INNOVATION ALLOWS US TO LIVE MORE SYMBIOTICALLY WITH THE EARTH, WITH THE GOAL OF ATTAINING A STATE OF BIOADAPTIVE BALANCE
- + **CONCEPT:** TECHNOLOGICAL ADVANCES DELIVER INCREASED PERFORMANCE-TRULY SMART DESIGN FOR AN OPTIMIZED EXPERIENCE
- + **EXECUTION:** ACTIVE BRANDS PARTNER WITH ATHLETES OR CREATIVE COLLABORATORS TO DEVELOP ADVANCED SOLUTIONS FOR ALL LEVELS OF FITNESS & PHYSICAL ABILITIES

NEW CONCEPTS



SLIP ON / RECOVERY SLIDES



NON-PERFORMANCE



NORDSTROM - JANUARY 2024

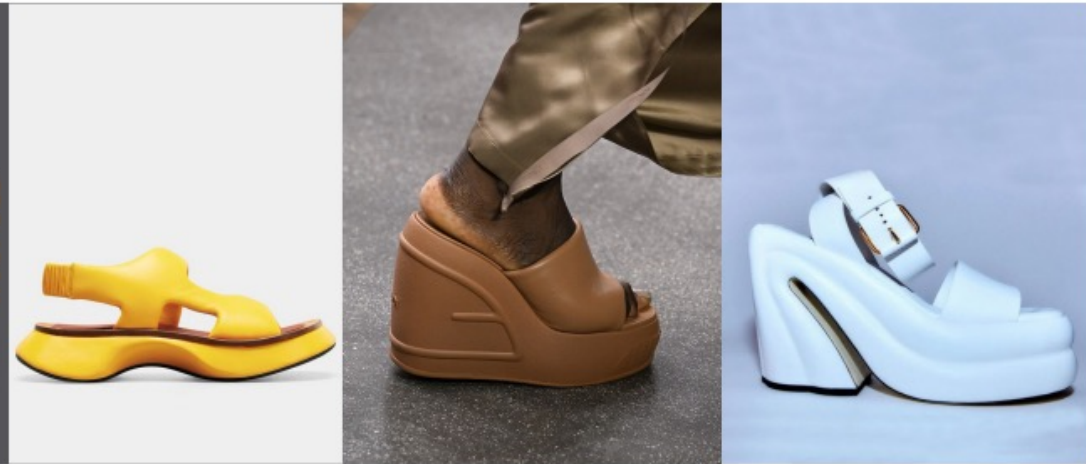
COOL COMFORT

- + **CONTEXT:** 2024 EVOLVES TOWARD AN EXPLORATION OF CALM THROUGH RADICAL REST & AN INTENTIONAL FOCUS ON HEALING
- + **CONCEPT:** MINIMALISM & CURVILINEAR DESIGN INTERSECT TO REDEFINE COMFORT
- + **EXECUTION:** INNOVATIVELY DESIGN MODERN, COMFORTABLE FOOTWEAR WITH A STRONG FASHION LENS

SPORTY



ROUNDED



PILLOW-LIKE





RECYCLED
 UPCYCLED
 SUSTAINABLE
 PATCHWORK
 PLANT-BASED
 CREATIVITY



JAN
 '24



innovative comfort



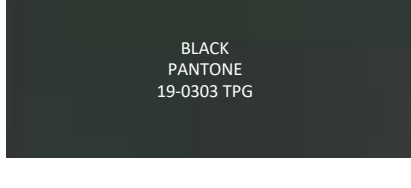
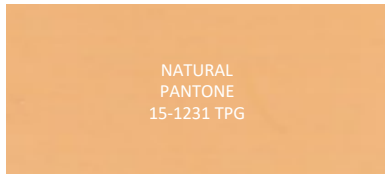
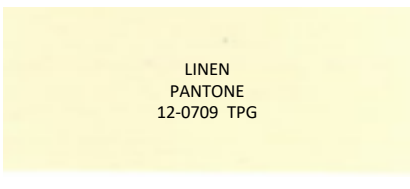
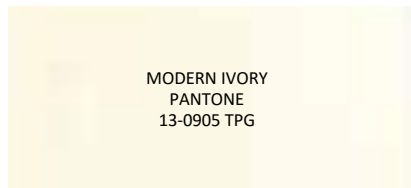
fashion &
 comfort live
 together

modern, fresh
 approach to
 become the
 unexpected



JAN
'24

innovative comfort



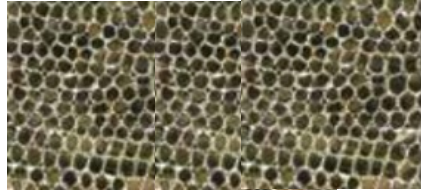
Color Palette

JAN
'24

innovative comfort



GOLD LEAF
EXISTS AS NAPPA LEATHER
SWATCH PROVIDED



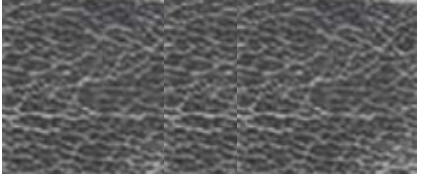
AMBER GOLD
EXISTS AS GEM METALLIC LEATHER
SWATCH PROVIDED



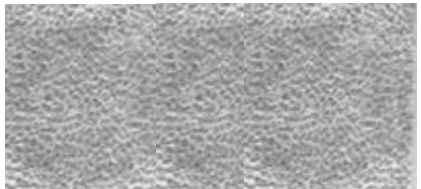
GOLD QUARTZ
SWATCH PROVIDED



METALLIC SKY
SWATCH PROVIDED



PLATINUM LILAC
SWATCH PROVIDED



SOFT SILVER
EXISTS AS METAL NAPPA LEATHER
SWATCH PROVIDED

Color Palette

Objective

JANUARY 2024 - INNOVATIVE COMFORT

Sketch and develop 4-5 unique upper design patterns (2-3 color ways each) on each existing outsole mold, *Lenny & Wess*, that captures the established trends and storytelling of “Innovative Comfort.”

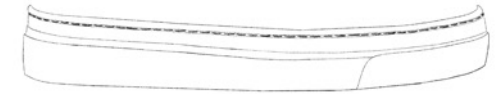
Consideration toward material sustainability are always encouraged. Shoes designed to be recycled and made with more sustainable materials that carry out performance properties (recycled synthetics - coolmax, fibers by unifi, humanmade cellulosic fibers by lenzing for breathability, or other recycled synthetics to highlight innovation . Econyl, parley ocean plastic, algae-based foams also innovative sources to consider. Shoes designed to be recycled or biodegradable; and/or made with preferred materials such as plant-based leathers - mylo, biophilica, other plant-based leathers; or more sustainably processed leather - leather working group certification of silver or higher; or organic cotton, recycled wool; plant-based dyes, material health certified.

Material swatches / inspiration / hardware prototypes need to be submitted for commercialization to Sam Edelman no later than May 10, 2023. Original references are acceptable for replication.

LENNY (WOMEN'S)



WESS (WOMEN'S)

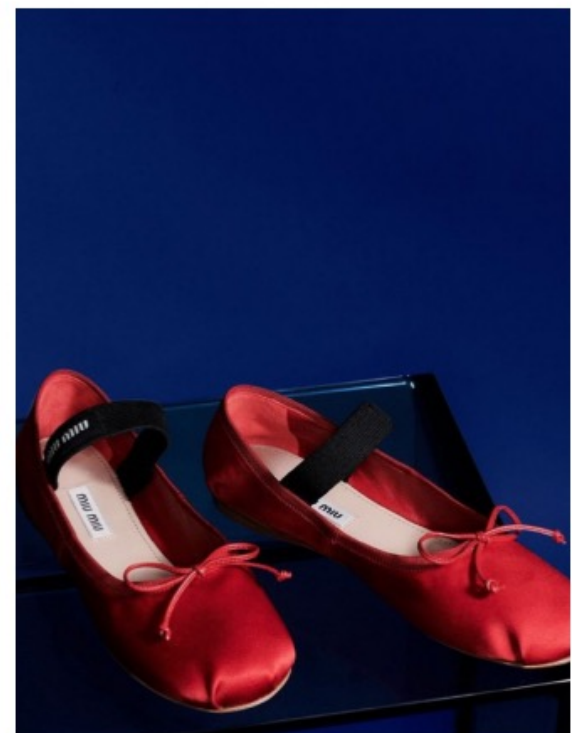
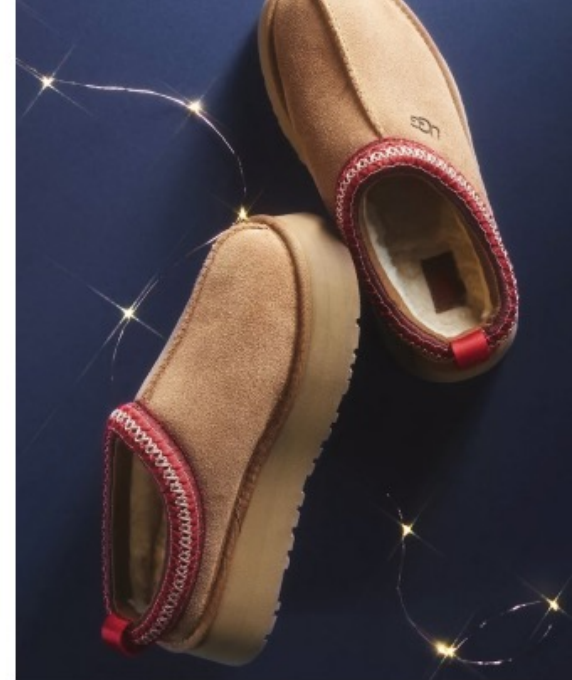


NORDSTROM - FEBRUARY 2024



SUPER SHOES SUPER BRANDS

- + **CONTEXT:** THE WORLD'S TOP BRANDS CONTINUOUSLY REINVENT THEIR ICONIC, HIGHLY SOUGHT-AFTER CULT ITEMS CREATING DEMAND FOR THEIR ENGAGED COMMUNITIES
- + **CONCEPT:** AMPLIFY FOOTWEAR CULT ITEMS FROM THE MOST DESIRABLE BRANDS
- + **EXECUTION:** SELECT SPECIFIC BRAND PARTNERS TO DEVELOP EXCLUSIVE VERSIONS OF CULT ITEMS IN NEW COLORS & MATERIALS



layers of sheers
lingerie details
lace
corset
pleating
knits
crushed silks
tactile

FEB
'24

SAM EDELMAN
IS A SUPER BRAND

Soft
STRONG



Objective

FEBRUARY 2024 - SUPER SHOES, SUPER BRANDS

Conceptualize 4-5 SKUs of unique, show stopping materials on each of the existing best-selling patterns, Ethyl & Layla, that capture the established trends and storytelling of "Super Shoes x Super Brands."

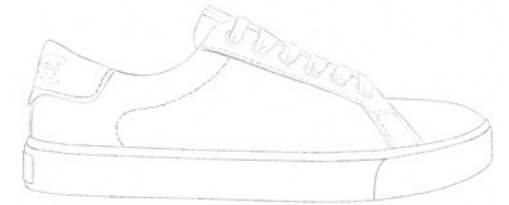
Consideration toward material sustainability are always encouraged. Shoes designed to be recycled or biodegradable; and/or made with preferred materials like recycled synthetics, plant-based leather or foam; plant-based dyes, material health certified.

Material swatches / inspiration / hardware prototypes need to be submitted for commercialization to Sam Edelman no later than May 10, 2023. Original references are acceptable for replication.

LENNY (WOMEN'S)



ETHYL (WOMEN'S)



NORDSTROM - MARCH 2024

FANTASY FOOTWEAR

- + **CONTEXT:** SHOES EMPOWER SELF-EXPRESSION & ENABLE TRANSFORMATION
- + **CONCEPT:** EMOTIONAL, MUST-HAVE SILHOUETTES CREATE A REASON TO BUY
- + **EXECUTION:** CURATE AN INCREDIBLE SELECTION OF EXCLUSIVE STATEMENT SHOES



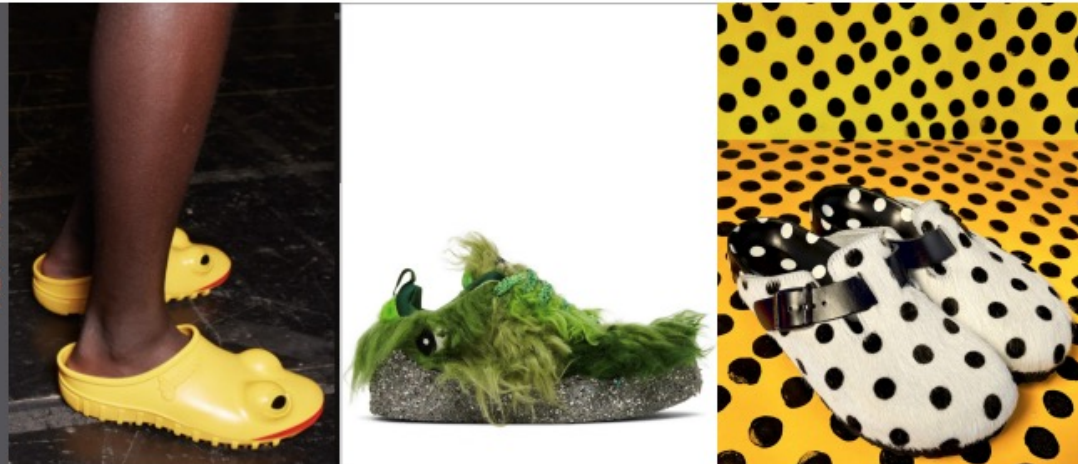
ARCHITECTURAL



STATEMENT BOOTS



NEW MULES



MAR
'24

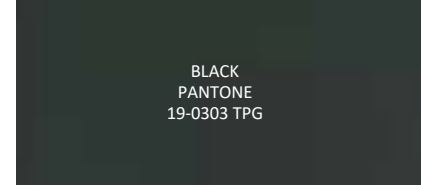
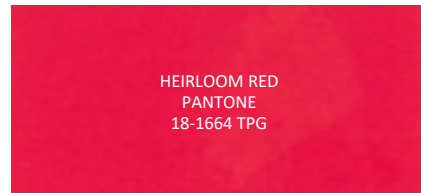
showtime shine
embellishments
metallic
crystal bling
sequins
satins
glitter
tactile

self expression
emotional



fantasy footwear

Color Palette



MAR
'24

fantasy footwear

Color Palette



GOLD LEAF
EXISTS AS NAPPA LEATHER
SWATCH PROVIDED



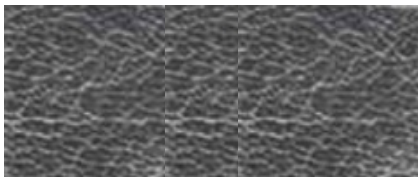
AMBER GOLD
EXISTS AS GEM METALLIC LEATHER
SWATCH PROVIDED



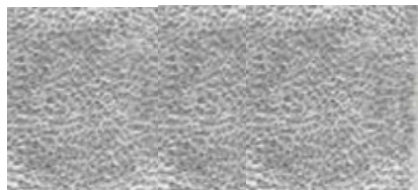
GOLD QUARTZ
SWATCH PROVIDED



METALLIC SKY
SWATCH PROVIDED



PLATINUM LILAC
SWATCH PROVIDED



SOFT SILVER
EXISTS AS METAL NAPPA LEATHER
SWATCH PROVIDED

MAR '24



fantasy footwear

Objective

MARCH 2024 - FANTASY FOOTWEAR

Sketch and develop 4-5 unique upper design patterns (2-3 color ways each) on each existing outsole molds, Paloma & Bellamy, that capture the established trends and storytelling of "Fantasy Footwear."

Consideration toward material sustainability are always encouraged. Shoes designed to be recycled; and/or made with preferred materials like satins and velvets from recycled synthetics, biodegradable embellishments.

Material swatches / inspiration / hardware prototypes need to be submitted for commercialization to Sam Edelman no later than May 10, 2023. Original references are acceptable for replication.

PALOMA (WOMEN'S)



BELLAMY (WOMEN'S)



NORDSTROM - APRIL 2024

COMMUNITY CRAFT

- + **CONTEXT:** WE DISCOVER HOPE THROUGH NEW EXPERIENCES, TAPPING INTO OUR CREATIVE IMAGINATION TO RE-ENGAGE WITH THE WORLD ON A HYPER SENSORIAL LEVEL TO UNLOCK VISCERAL PLEASURE
- + **CONCEPT:** AMPLIFY BIPOC DESIGNERS ACROSS DIVISIONS COUPLED WITH OUR COMMITMENT TO SUSTAINABILITY
- + **EXECUTION:** PARTNER WITH HFR &/OR LAFS TO DEVELOP BRANDS

FRINGE



GLOBAL PRINTS / PATTERNS



WOVEN TECHNIQUES





**APR
'24**

COMMUNITY CRAFT



**unexpected materials
fringe
feathers
knits
handcrafted
colorful
reimagined denim
upcycled/recycled
whimsical**





APR
'24

COMMUNITY CRAFT



GUAVA PINK
PANTONE
17-1635 TPG



PINK LOTUS
PANTONE
15-1624 TPG



SPICED RUM
PANTONE
18-1244 TPG



SUNFLOWER
PANTONE
13-0759 TPG



MATCHA GREEN
PANTONE
17-0345 TPG



WILD MOSS
PANTONE
18-0228 TPG



BLUE LAPIS
PANTONE
19-4329 TPG



CANARY BLUE
PANTONE
17-4320 TPG



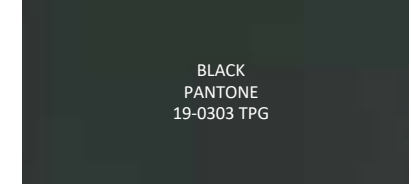
ROBIN EGG BLUE
PANTONE
14-4306 TPG



BRIGHT WHITE
PANTONE
11-0601 TPG



MODERN IVORY
PANTONE
13-0905 TPG



BLACK
PANTONE
19-0303 TPG

Color Palette

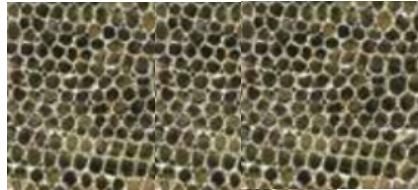


APR
'24

COMMUNITY CRAFT



GOLD LEAF
EXISTS AS NAPPA LEATHER
SWATCH PROVIDED



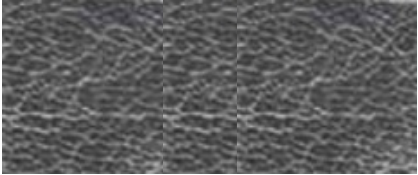
AMBER GOLD
EXISTS AS GEM METALLIC LEATHER
SWATCH PROVIDED



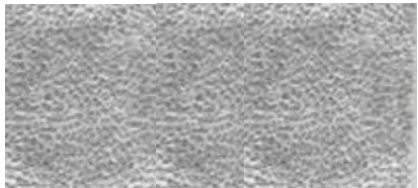
GOLD QUARTZ
SWATCH PROVIDED



METALLIC SKY
SWATCH PROVIDED



PLATINUM LILAC
SWATCH PROVIDED



SOFT SILVER
EXISTS AS METAL NAPPA LEATHER
SWATCH PROVIDED

Color Palette

Objective

APRIL 2024 - COMMUNITY CRAFT

Sketch and develop 2-3 unique upper design patterns (2-3 color ways each) on existing outsole mold, Bellamy, that capture the established trends and storytelling of "Community Craft."

Consideration toward material sustainability are always encouraged. Shoes designed to be recycled or biodegradable; and/or made with preferred materials like recycled synthetics, plant-based leather or foam; plant-based dyes, material health certified.

Material swatches / inspiration / hardware prototypes need to be submitted for commercialization to Sam Edelman no later than May 10, 2023. Original references are acceptable for replication.

BELLAMY (WOMEN'S)



NORDSTROM - MAY 2024

HYPER DÉCOR

- + **CONTEXT:** SURREALISM INSPIRES OPTIMISM THROUGH MAXIMALIST, EXUBERANT FLORALS & FEMININE DÉCOR
- + **CONCEPT:** FOOTWEAR EMBELLISHED WITH FLORALS, CRYSTALS, BOWS, PEARLS & LACE REPLACES TRADITIONAL MOTHER'S DAY GIFTS & CREATES A REASON TO BUY FOR SPECIAL OCCASIONS
- + **EXECUTION:** CURATED PRESENTATION OF EXCLUSIVE STATEMENT SHOES

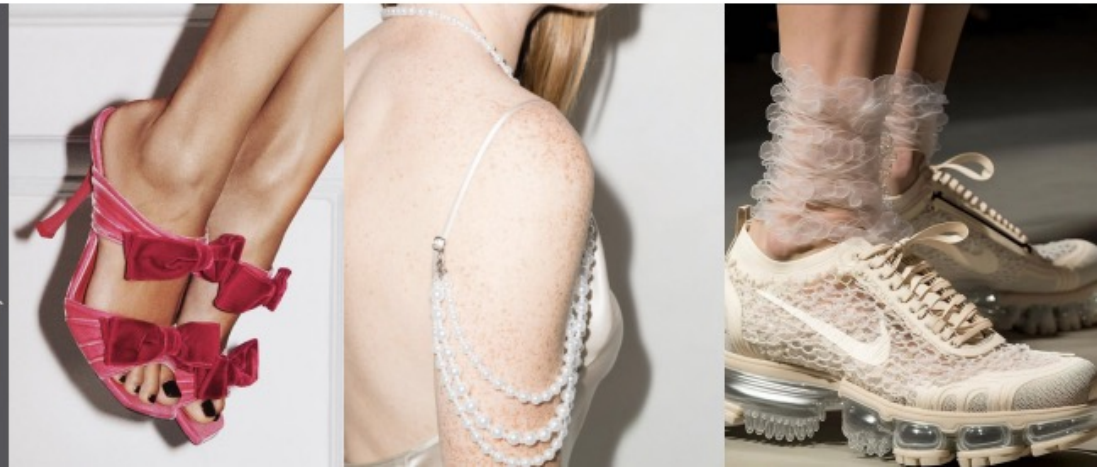
3D FLORALS



CRYSTALS



BOWS, PEARLS & LACE



MAY '24

hyper decor

feminine
blooms in artistic colors
3 dimensional flowers
tulle
embroidery



Romantic

Color Palette

LINEN
PANTONE
12-0709 TPG

GUAVA PINK
PANTONE
17-1635 TPG

PINK LOTUS
PANTONE
15-1624 TPG

HEIRLOOM RED
PANTONE
18-1664 TPG

PERSIMMON
PANTONE
17-1564 TPG

SUMMER LILAC
PANTONE
17-3640 TPG

ORCHID BLOSSOM
PANTONE
14-3612 TPG

BLUE LAPIS
PANTONE
19-4329 TPG

CANARY BLUE
PANTONE
17-4320 TPG

ROBIN EGG BLUE
PANTONE
14-4306 TPG

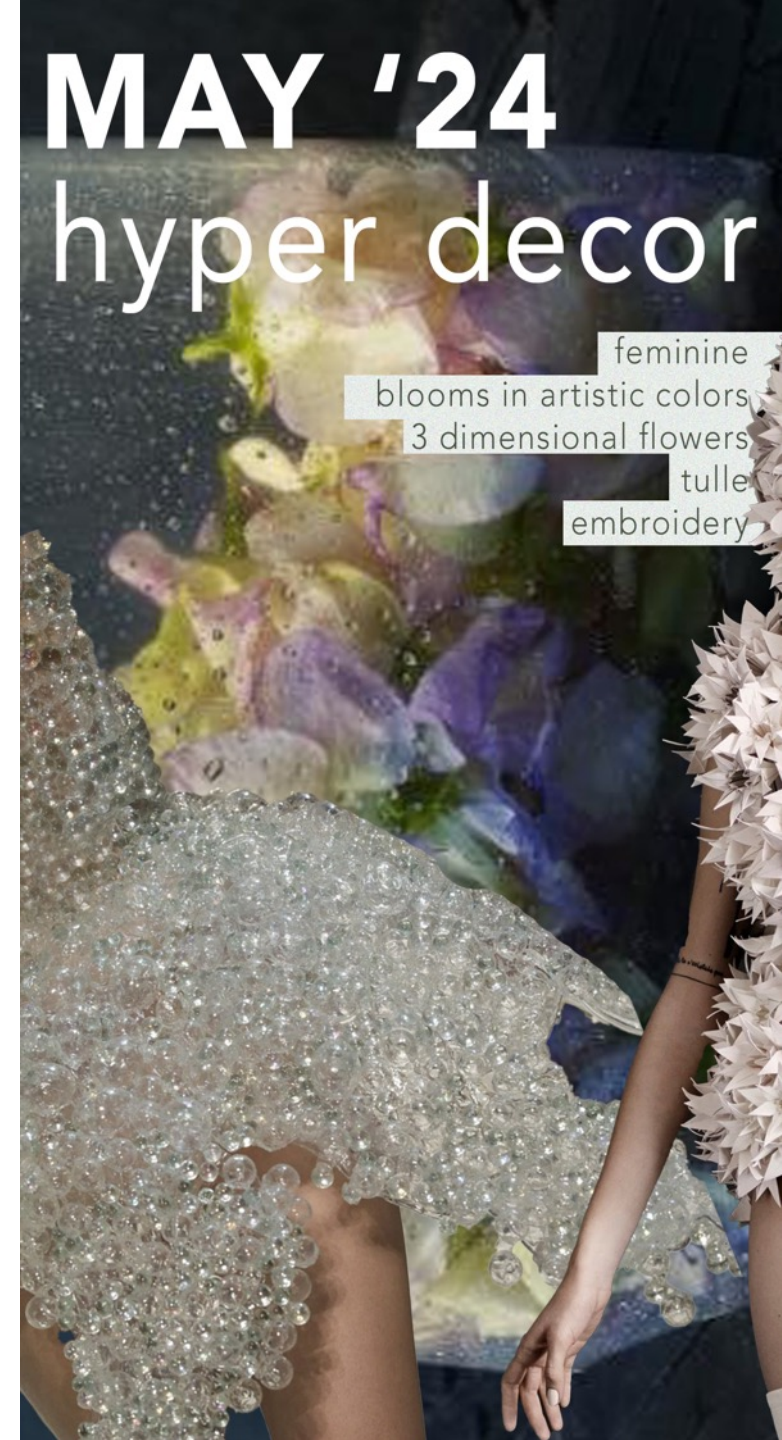
BRIGHT WHITE
PANTONE
11-0601 TPG

MODERN IVORY
PANTONE
13-0905 TPG

BLACK
PANTONE
19-0303 TPG

MAY '24 hyper decor

feminine
blooms in artistic colors
3 dimensional flowers
tulle
embroidery



Color Palette



GOLD LEAF
EXISTS AS NAPPA LEATHER
SWATCH PROVIDED



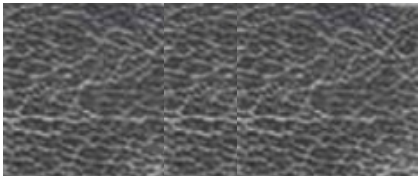
AMBER GOLD
EXISTS AS GEM METALLIC LEATHER
SWATCH PROVIDED



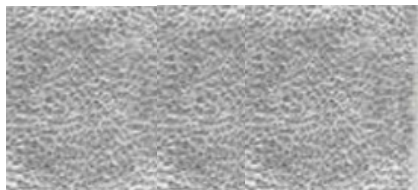
GOLD QUARTZ
SWATCH PROVIDED



METALLIC SKY
SWATCH PROVIDED



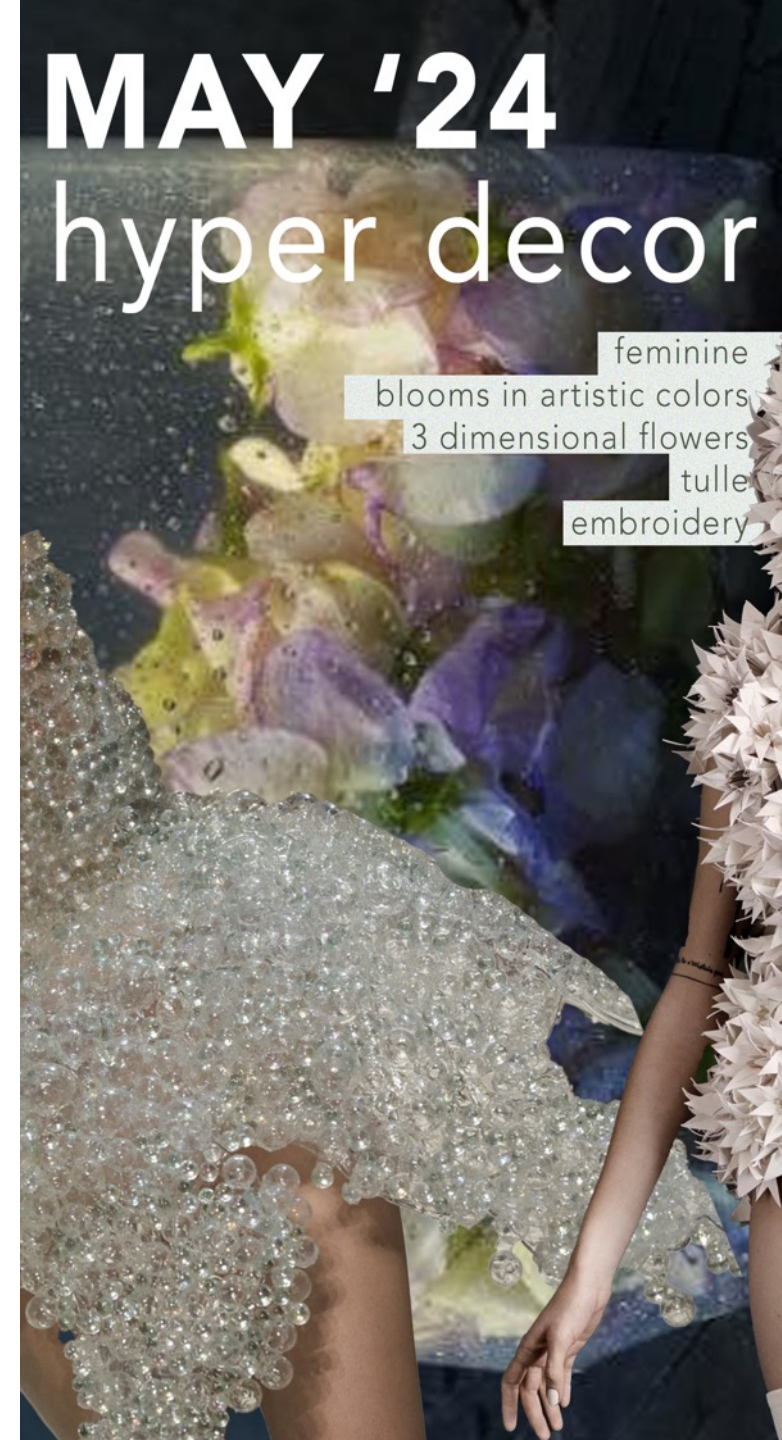
PLATINUM LILAC
SWATCH PROVIDED



SOFT SILVER
EXISTS AS METAL NAPPA LEATHER
SWATCH PROVIDED

MAY '24 hyper decor

feminine
blooms in artistic colors
3 dimensional flowers
tulle
embroidery



Objective

MAY 2024 - HYPER DECOR

Sketch and develop 4-5 unique upper design patterns (2-3 color ways each) on each of the existing outsole molds, Jada & Wess, that capture the established trends and storytelling of "Hyper Decor."

Consideration toward material sustainability are always encouraged. Shoes designed to be recycled; and/or made with preferred materials like satins and velvets from recycled synthetics, biodegradable embellishments.

Material swatches / inspiration / hardware prototypes need to be submitted for commercialization to Sam Edelman no later than May 10, 2023. Original references are acceptable for replication.

JADA (WOMEN'S)



WESS (WOMEN'S)



NORDSTROM - JUNE 2024

CHALKY HUES

- + **CONTEXT:** UNDERSTATED FASHION DIRECTS OUR ATTENTION TO TEXTURED, QUIET NEUTRALS FOR A SOPHISTICATED SEASONLESS APPEAL
- + **CONCEPT:** EMPHASIZE ICONIC, KEY FASHION SILHOUETTES THROUGH THIS PALETTE
- + **EXECUTION:** ONE BRAND DEVELOPS A COLLECTION OF KEY STYLES IN CHALKY HUES - TIE-IN APPAREL / ACC FOR A LARGER ACTIVATION (EX: VALENTINO PINK)



CHALKY HUES



TEXTURE



SOFT SUEDE



quiet

layered

tonal

neutrals

textured

matte &
shine



ch a l k y h u e s

JUN
'24

Color Palette

LINEN
PANTONE
12-0709 TPG

NATURAL
PANTONE
15-1231 TPG

BEECHWOOD
PANTONE
15-1125 TPG

LT GOLDEN CAMEL
PANTONE
15-1020 TPG

BRIGHT WHITE
PANTONE
11-0601 TPG

MODERN IVORY
PANTONE
13-0905 TPG

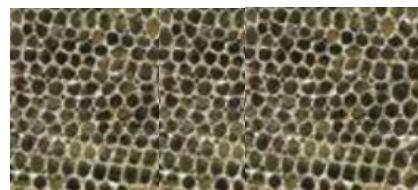
BLACK
PANTONE
19-0303 TPG

JUN
'24

Color Palette



GOLD LEAF
EXISTS AS NAPPA LEATHER
SWATCH PROVIDED



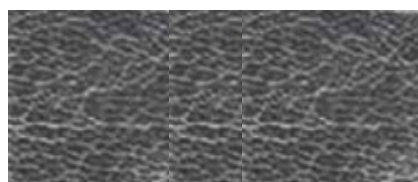
AMBER GOLD
EXISTS AS GEM METALLIC LEATHER
SWATCH PROVIDED



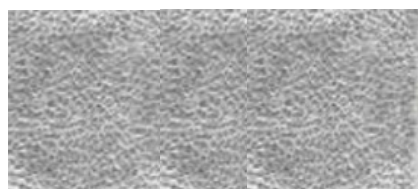
GOLD QUARTZ
SWATCH PROVIDED



METALLIC SKY
SWATCH PROVIDED



PLATINUM LILAC
SWATCH PROVIDED



SOFT SILVER
EXISTS AS METAL NAPPA LEATHER
SWATCH PROVIDED

Objective

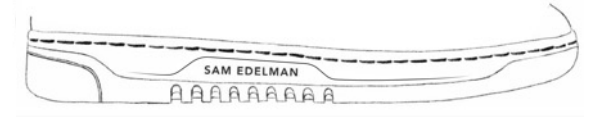
JUNE 2024 - CHALKY HUES

Sketch and develop 4-5 unique upper design patterns (2-3 color ways each) on each of the existing outsole molds, Hunter & Paloma, that capture the established trends and storytelling of "Chalky Hues."

Consideration toward material sustainability are always encouraged. Shoes designed to be recycled or biodegradable; and/or made with dye free, resin-free, untreated fabrics, material health certified.

Material swatches / inspiration / hardware prototypes need to be submitted for commercialization to Sam Edelman no later than May 10, 2023. Original references are acceptable for replication.

HUNTER (WOMEN'S)



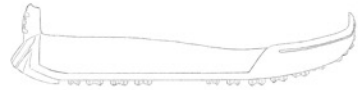
PALOMA (WOMEN'S)



Line Plan

Our target retail price range across the project \$100 to \$250 USD. The students should decide what price point will be competitive for the sneaker collection in the current marketplace.

LENNY (WOMEN'S)

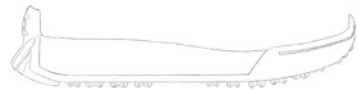


WESS (WOMEN'S)



JANUARY 2024 – INNOVATIVE PERFORMANCE X COOL COMFORT

LENNY (WOMEN'S)



ETHYL (WOMEN'S)



FEBRUARY 2024 – SUPER SHOES X SUPER BRANDS

PALOMA (WOMEN'S)



BELLAMY (WOMEN'S)



MARCH 2024 – FANTASY FOOTWEAR

Line Plan

Our target retail price range across the project \$100 to \$250 USD. The students should decide what price point will be competitive for the sneaker collection in the current marketplace.

BELLAMY (WOMEN'S)



APRIL 2024 – COMMUNITY CRAFT

JADA (WOMEN'S)



WESS (WOMEN'S)



MAY 2024 – HYPER DECOR

HUNTER (WOMEN'S)



PALOMA (WOMEN'S)



JUNE 2024 – CHALKY HUES

Marketing Plan

The background image shows two women sitting on a wooden swing set in a lush, tropical environment. The woman on the left is wearing a light blue, sleeveless, low-cut dress and is holding the rope of the swing. The woman on the right is wearing a colorful, patterned dress with shades of purple, green, and blue, and is also holding the rope. They are both wearing high-heeled sandals. The setting is outdoors with many trees and plants, creating a warm and natural atmosphere.

Develop a marketing plan to coincide with the collection. This plan should include the overarching concept as well as the pre-launch, launch and post-launch strategies. Plans should target Nordstrom's marketing channels including (but not limited to) their website, social media channels, and IRL experience. Questions to consider:

What makes this product stand out from competitors?

Does this product speak to a broad audience consistent with the current Sam Edelman consumer, or does it attract a new consumer? Who are they?

What does the in-store display look like within Nordstrom?

What does the online experience look like? What does the imagery look like?

What is the messaging and storytelling strategy behind the design and inspiration?

Questions to Consider

A woman with short brown hair is standing in a desert landscape. She is wearing a white, tiered, sleeveless dress and white sneakers. The background features a clear blue sky, distant mountains, and various desert plants including Joshua trees and a large cholla cactus. The lighting is bright, suggesting a sunny day.

Is this shoe: unique, special and different?

Is this shoe aspirational? Does it evoke the emotion and excitement emerging from luxury fashion and the streets of London, Paris, Milan, and New York City?

Does the design have strong, identifiable, consistent branding? 3-4 points of external logo/branding is our target.

Does this shoe capture the trends and story telling established?

Is the design cost effective? Is the target retail value achievable?

Are the components of sustainability in the design and messaging?

Working With The Team

All creative direction to be approved by Sam Edelman, with Ashley Donohoe serving as conduit/proxy.

For questions about trend and fashion direction, merchandising, design influence and styling - Libby Edelman, Ashley Donohoe & Celeste Miller.

For questions about branding, logo and graphic design - Aeri Park & Lauren Corrado.

For questions about sketching/CADs, design, last and mold development, and material sourcing - Mary Hoemeyer, Kellie Armbrust & India Hart.

For questions about pricing, fit, components, comfort technology, sustainability - Mary Hoemeyer & Eduardo Rodrigues.

For questions about marketing, strategy, story telling, in store display and art direction - Jessica Sodokoff & Abby Bible.

For general questions about the project and execution - Ann Elizabeth Holley.

