



Sam Edelman

ONBOARDING

2 0 2 3

OUR BRAND STATEMENT

Since 2004, Sam Edelman has been synonymous with aspirational luxury. Inspired by timeless American elegance, Sam Edelman's understanding of the customer translates into attainable fashion informed by rich heritage, creativity, and innovation. A visionary and pioneer in contemporary fashion, Sam Edelman interprets the changing landscape of today to deliver irreverent and trend-on style for tomorrow.

S A M E D E L M A N I S :

TREND - ON *not* TRENDY
ATTAINABLE *not* AFFORDABLE
SOPHISTICATED *not* STUFFY
SEXY *not* PROVOCATIVE
IRREVERENT *not* KITSCHY
TIMELESS *not* CLASSIC

BRAND VALUES

ASPIRATIONAL

ATTAINABLE

TREND - ON

TIMELESS

IRREVERENT

WHIMSICAL



OUR HISTORY

Sam Edelman

Sam and his wife, muse and life-long business partner Libby Edelman launch Sam & Libby.

Sam & Libby wins Footwear News' Company of the Year award.

Sam & Libby Inc. goes public.

Sam and Libby Edelman launch the Sam Edelman brand.

Sam Edelman is selected as Footwear News' BRAND OF THE YEAR at the Footwear News Achievement Awards.

Sam Edelman designs the Gigi and it quickly becomes another iconic sandal selling over 500,000 pairs with 90% sell-through at retail.

1987

1989

1992

2004

2009

2011

2013

2014

2019

2022

Sam Edelman opens flagship store in New York City's Soho neighborhood at 109 Spring St.

Sam Edelman debuts Kate Upton in its Spring 2013 advertising campaign.

Circus by Sam Edelman launches its first ad campaign in Spring 2014 featuring Camilla Forchhammer.

Sam Edelman is the highlight of FN's Legends Issue, a coveted accolade in the fashion and footwear industry.

Sam Edelman Fall campaign features supermodel Naomi Campbell, photographed by Steven Klein

Sam Edelman launches into the junior category with Circus by Sam Edelman.

Named Partner in Excellence by Nordstrom. Sam Edelman launches e-commerce

Circus by Sam Edelman launches e-commerce.

Sam Edelman expands to the west coast, opening a store in Beverly Hills, California.

The Hazel is named #1 Best Dress Pump by NPD.

Sam Edelman launches kid's collection designed in-house

The Sam & Libby brand re-launches exclusively with Walmart

Sam Edelman, Circus NY and Sam & Libby brands expand lifestyle assortments with the addition of licensed categories across RTW and accessories

PRODUCT CORE VALUES

"If something does not have integrity, it fails"

– Sam Edelman

FIT

QUALITY

COMFORT

INTERGRITY

CONSISTENCY

MORE THAN JUST FOOTWEAR..

Sam Edelman is a fashion lifestyle company with an ever-expanding product assortment. Poised for high velocity growth in scope and awareness, the brand continues to expand their distribution with new product categories to fit the customers changing lifestyle.

CURRENT CATEGORIES

- Women's Footwear
- Women's Outerwear
- Kids Shoes
- Women's Dresses
- Denim
- Ready-to-Wear

FUTURE CATEGORIES

- Women's Jewelry & Accessories
- Women's Beauty
- Home
- Men's Footwear
- Women's Swim
- Women's Intimates/Sleepwear
- Kids Apparel
- Women's Athleisure

IT ALL STARTED WITH A SHOE...

Sam Edelman is often referred to as the "King of the Gladiators." The Gigi gladiator sandal is an iconic style that embodies much of the brand's earmark qualities. The saddle stitching on the croco insole of the Gigi sandal is a nod to a classic English saddle and the equestrian roots of our co-founders.

Saddles are of the highest quality in design and craftsmanship, and they serve as a beacon of artisanal design. These unique features are the elements that compliment our quality and increase the value of the Sam Edelman brand. Many of them have a story. As Sam would say, "no detail is small."





THE PENNY



THE HAZEL



THE GIGI



THE LAGUNA



THE BAY

EDELMAN ICONS

Timeless product is the foundation of our collections.



THE LINNIE



THE FELICIA



THE LORAINE



THE YARO



THE LAURS

SAM EDELMAN SHOES...

...FIT THE BEST IN THE WORLD.

Any customer of Sam Edelman will always greet you with a smile, because they love our fit.

...ARE MADE IN THE BEST FACTORIES IN THE WORLD.

Factories that are dedicated not only to a quality and consistency, but uphold exemplary social commitments.

...ARE DEVELOPED BY THE BEST SHOE MAKERS IN THE WORLD.

Our shoes are crafted the same as brands that sell at 10X our price point.

"A good shoe is all in the last."

– Sam Edelman



OUR PROCESS



"No detail is small."

– Sam Edelman

1. OUR MUSE

Libby Edelman, the Senior Vice President, co-founder, fashion director, and photographer is the design muse for the brand. With an innate ability to foresee and establish trends, an unparalleled eye for style and more than 3 decades of experience, she directs the trend for the season that sets the stage for Sam's design process.



2. TRAVEL

Sam, Libby and our team of creatives head to Europe seeking creativity that reflects Libby's style and point of view. Throughout this voyage, also known as "the hunt", Sam and the team discover inspiration in an airport, at a train station, sitting at a café having lunch or walking through the Louvre.



3. STORYTELLING

Once the team is back from Europe, they are tasked with merchandising the trend in a way that tells an emotional and cohesive story for the upcoming season. At Sam Edelman we are all storytellers. The narrative derived from our travels becomes the raison d'être for the collection.



4. DESIGN

An Hermès bangle and a Rolex watch are always present when reviewing product. These two accessories are exemplary of aspirational luxury, and they symbolize our values of discipline, innovation quality and creativity. If there is a disconnect between our product and these accessories, we know we must reevaluate our design.



5. SHOE SHOW

The collection is presented exactly how it was designed: by our muse Libby Edelman. We start every presentation with Libby discussing the trend for the season. The storytelling takes center stage and then is complimented by showing our product.



NAMES TO KNOW

Key design, artistic and cultural references are core to the creativity and curiosity found in our design process. Explore the books in our office and store to tap into the mind of Sam Edelman.

CY TWOMBLY



KELLY WEARSTLER



SLIM AARONS



PIERO FORNASETTI



AXEL VERVOORDT



CUSTOMER DEMOGRAPHICS

AMERICAN ROYALTY

12% of SE customers (1.94% of households, 2.83% of people) Affluent, influential and successful couples and families living in prestigious suburbs.

Homeowners with household incomes of +\$250,000.

World travelers, charitable giving, healthy lifestyles, upscale cars, luxury living with prestigious housing.

URBAN EDGE

7.5% of SE Customers (1.76% of households, .88% of people)

Lively, up-and-coming singles living big city lifestyles allocated within top MSA markets.

Renters with household incomes of \$100-\$125K.

Health enthusiasts, omni-channel engagers, ambitious and highly educated, urban dwellers with progressive views.

JET SET URBANITES

6.3% of SE Customers (.90% of households, .70% of people)

Upscale singles and couples living high-rise fashionable lives; city-style.

Mixed home ownership with a household income of +\$250,000.

Politically liberal, environmental advocates, supporter of fine arts, highly educated, multi-family properties, and upscale urban living.

DEMOGRAPHICS AT A GLANCE

**Epsilon Data*

Marital Status

66% Married

Education Level

82% attended a college or university

Presence of Children

52% are parents

Geographic

West 20%

Midwest 12%

South 41%

Northeast 28%

AGE DEMOGRAPHICS

**Taken from Instagram*

18-24 5%

25-34 34.9%

35-44 32.4%

45-54 20.9%

WHERE
CAN
YOU
FIND
SAM?

SAM EDELMAN HEADQUARTERS

Our office is a complete embodiment of the Sam Edelman brand. Designed by Gensler Architects, the space reflects the Edelman's love of the equestrian world through the suspended recycled oak beams, barn doors, and reclaimed wood. The 15,000 square foot loft-like space is a representation of the brand's rich heritage. The asymmetrical, freestanding beams are an irreverent and intricate detail symbolic of the dynamic and ever-changing world we live in.

SAM EDELMAN STORES

The design of our stores and New York headquarters celebrate an intersection of creativity, innovation, history, and sustainability. With a modern approach to design and sourcing, each space is constructed with completely reclaimed materials, an innovation and commitment emulating from our founders. Each piece of furniture is a vintage find from Sam and Libby, hand picked specially for each location. Each of our stores has a uniqueness and personality, with no two stores the same.

OUR RETAIL STORES

VALLEY FAIR
2015
Santa Clara, CA

**GARDEN STATE
PLAZA**
2015
Paramus, NJ

SOHO FLAGSHIP
2012
Soho, NY

**WORLD TRADE
CENTER**
2016
New York, NY

BEVERLY HILLS
2016
Los Angeles, CA



INTERNATIONAL PRESENCE

Sold on every continent and more than 53 countries, Sam Edelman has an established international presence with a global omni-channel business set for rapid on-set growth.

OUR DISTRIBUTION

CANADA

200 Points of Sale



We are in more than 200 doors in Canada including top-doors at Nordstrom and HBC.

MEXICO

13 Points of Sale



We are carried in Palacio and MassMarcas in addition to one stand-alone Sam Edelman retail location in Monterrey, MX.

EUROPE

500 Points of Sale



With more than 500 doors located in the world's premiere wholesale locations across Europe, Sam Edelman launched its first DTC website in the EU in August of 2021.

MIDDLE EAST

15 Points of Sale



We have four branded stores currently located in Kuwait and UAE with as store in Bahrain opening soon!

ASIA

62 Points of Sale



Sam Edelman is a leading footwear brand within the Lane Crawford/Pedder Group. The brand is rapidly expanding our retail footprint in China with branded stores. By the end of 2022, we will be opening new doors located in Hong Kong.

WE'RE
IN ALL
THE
RIGHT
PLACES

WHOLESALE

We celebrate our exclusivity, and we champion the visibility and awareness that our wholesale partners give to our brand.

We are the #1 women's contemporary brand at Nordstrom— that's a big deal.

Nordstrom is the bellwether of the industry, leading the pack in modern retail. Sam Edelman is an all door brand at Nordstrom, and the leading contemporary footwear brand on their floor.

Sam Edelman is in all doors at Bloomingdales, a retailer truly dedicated to a fashion loving consumer.

We have 6 branded stop-in-shops in Macy's with the design POV of Sam Edelman. Macy's introduces us to a new consumer, that will layer added awareness for us in the future.

We sell to 200 of the most highly coveted fashion boutiques across the US.

We are sold in 53 countries throughout the globe. In Asia, we are the leading contemporary brand within the Lane Crawford/ Pedder group. We have 3 flagship stores in China, with more to come in the years ahead.



THE VISION OF LIBBY EDELMAN

Meet the brand's muse, photographer and Fashion/Trend Director, Libby Edelman. With an innate ability to foresee and establish trends, an unparalleled eye for style and more than three decades of experience, Libby Edelman plays a pivotal role in bringing the Sam Edelman vision to life. Each season her trend and fashion drives the storyline behind the upcoming collection. The design process comes full circle with Libby's campaign photography where her expert eye brings the product to life in a way that has never been more authentically Sam Edelman.



DIGITAL FOOTPRINT

Sam Edelman's website and social media channels act as the conduit for every consumer, from loyalists to future fans, to find both inspiration and guidance to help them level up their personal style. We present our brand with authenticity, creativity and dimension across all channels in a voice that is both personable and organic.

SOCIAL MEDIA

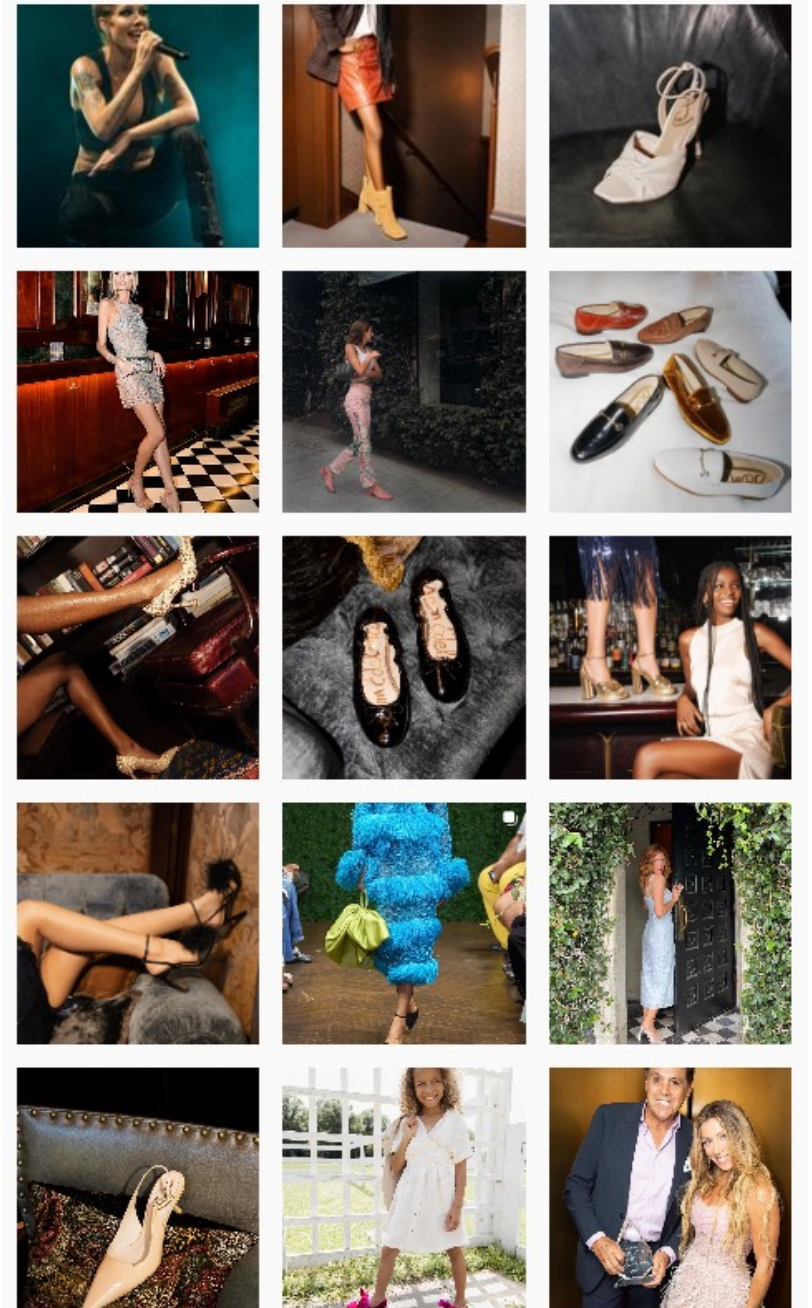
@SamEdelman has a combined following of 720K across four different platforms.

Our SE Ambassador Program includes 200 influencers with a combined reach of 382M.

E-COMMERCE

Our website gets 65k daily visits and growing with a 60% new customer visit rate.

Top cities include Brooklyn, NYC, Atlanta, LA, Miami and Houston with 75% of traffic viewing our site on mobile.





Sam Edelman