



BRAND PRISM

2021

Sam Edelman

BRAND VALUES

ASPIRATIONAL

MODERN ELEGANCE

TREND ON

TIMELESSLY FEMININE

IRREVERENT

WHIMSICAL

Sam Edelman

“ R A I S O N D ’ Ê T R E ”

reason to be

(n.) the most important reason or purpose for someone or something's existence.

THE HERO STORY OF OUR BRAND THAT INTERSECTS ALL
EXPRESSIONS. THIS STORY MUST REMAIN CONSISTENT IN
ALL PROJECTS RELATING TO THE BRAND.

OUR *raison d'être* IS MORE THAN JUST A LOGO, A NAME.

IT IS CONSISTENTLY REPRESENTED EACH SEASON TO FORGE AN EMOTIONAL BRAND CONNECTION WITH OUR CONSUMERS.

ONCE SEEN, IT IS ALWAYS RECOGNIZABLE.

OUR *raison d'être* CAN BE REPRESENTED BY LOGO, COLOR, MATERIAL, SHAPE, LANGUAGE OR PATTERN.

IT CAN ALSO BE INFORMED BY A CONCEPT, AN INFLUENCE, A PLACE, A MUSE, A MOMENT IN TIME, OR A PRODUCT.

“ RAISON D'ÊTRE ”

THE PRESERVATION OF OUR *raison d'être* IS PARAMOUNT.

A SUCCESSFUL *raison d'être* IS PRESENTED EACH SEASON IN
CONSISTENT AND DISCIPLINED FORM.

OUR *raison d'être* MUST INSTILL A PASSION, COMMITMENT,
AND CONVICTION IN ALL THOSE WHO WORK WITH THE BRAND.

OUR *raison d'être* MUST BE CHERISHED AND NURTURED.

OUR *raison d'être* ONLY STRENGTHENS THROUGH THE YEARS.

“ RAISON D'ÊTRE ”



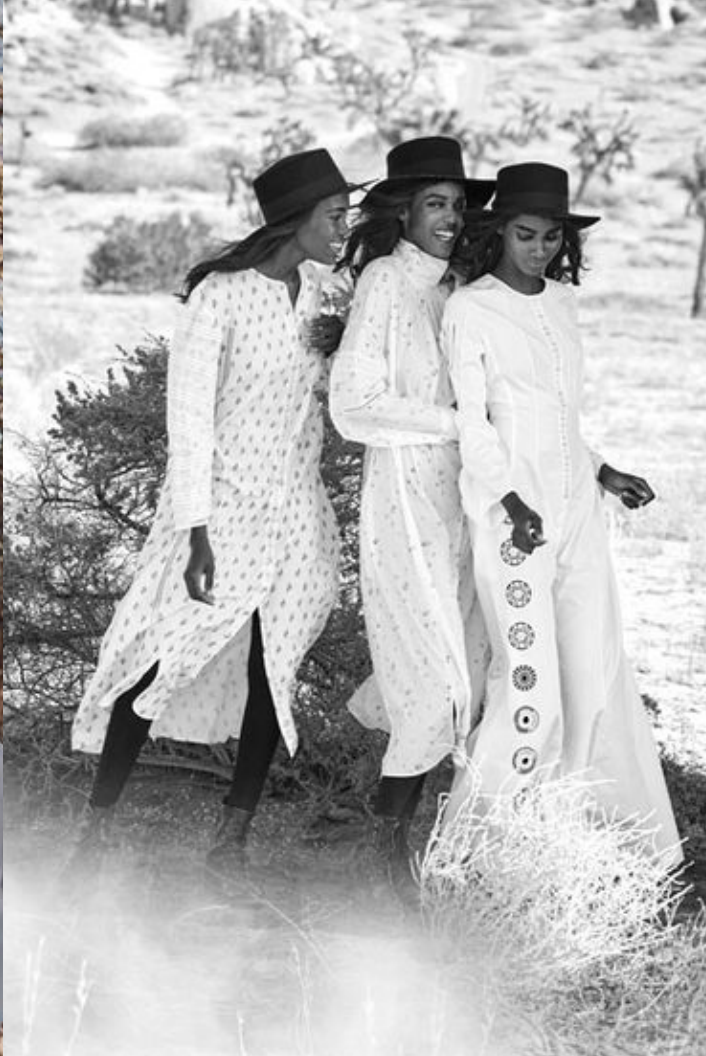
*A Lifestyle
Born in 1980*

STORY OF SAM

FORWARD THINKING
INNOVATOR
MID CENTURY
ARTIST

STORY OF LIBBY

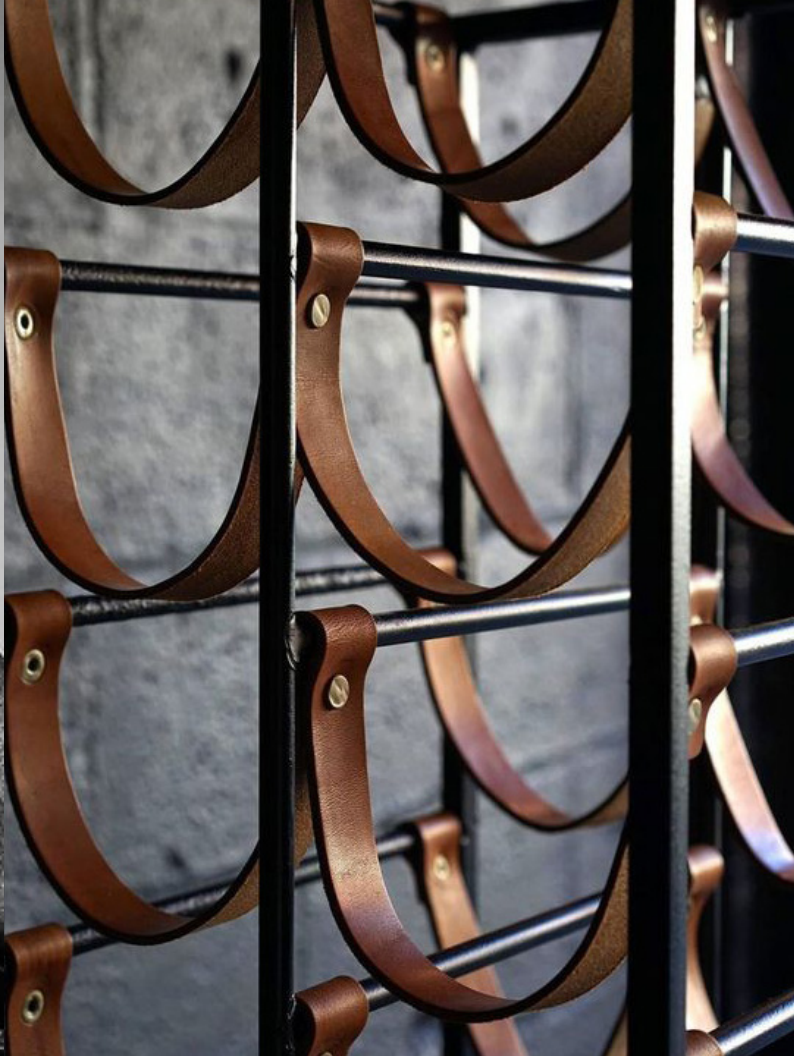
EXPRESSIVE
AMERICAN ELEGANCE
ASPIRATIONAL STYLE



01

BRAND STORY

MODERN EASE
LAIDBACK LUXURY



02

HERITAGE

CRAFTSMANSHIP
EQUESTRIAN
DISCIPLINE



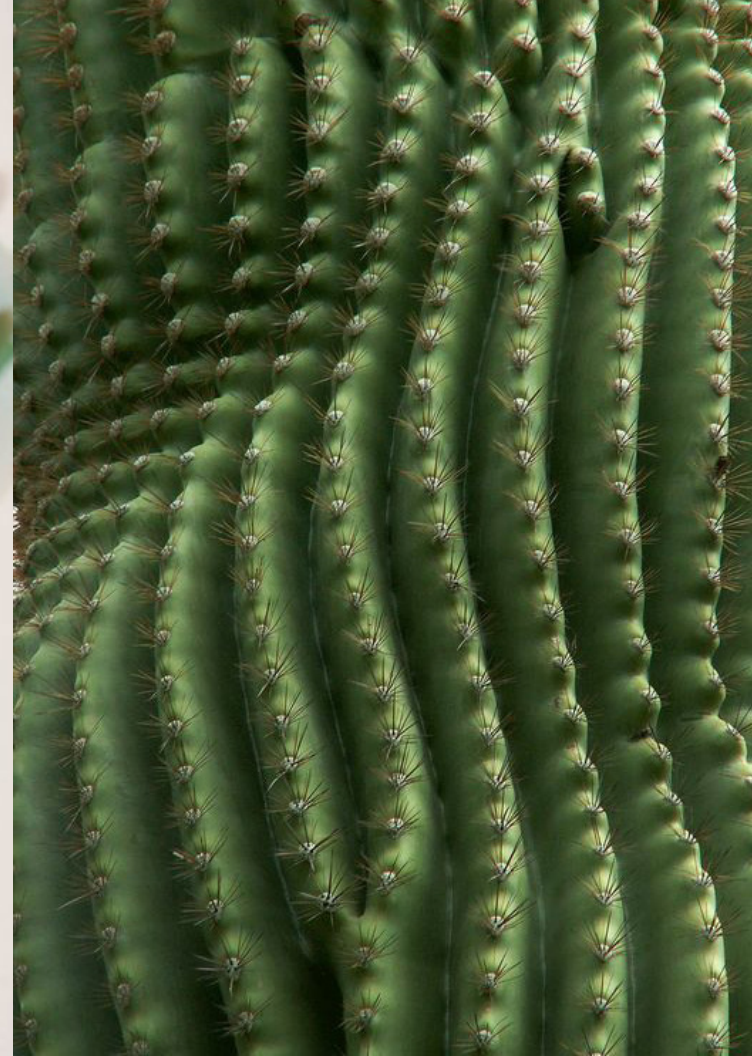


03

AMERICAN
ELEGANCE

MUSE
NATURAL BEAUTY
STYLE

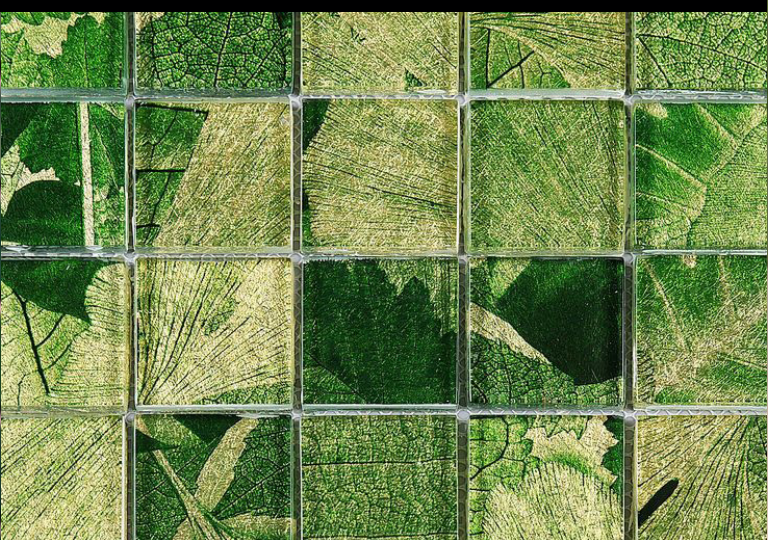


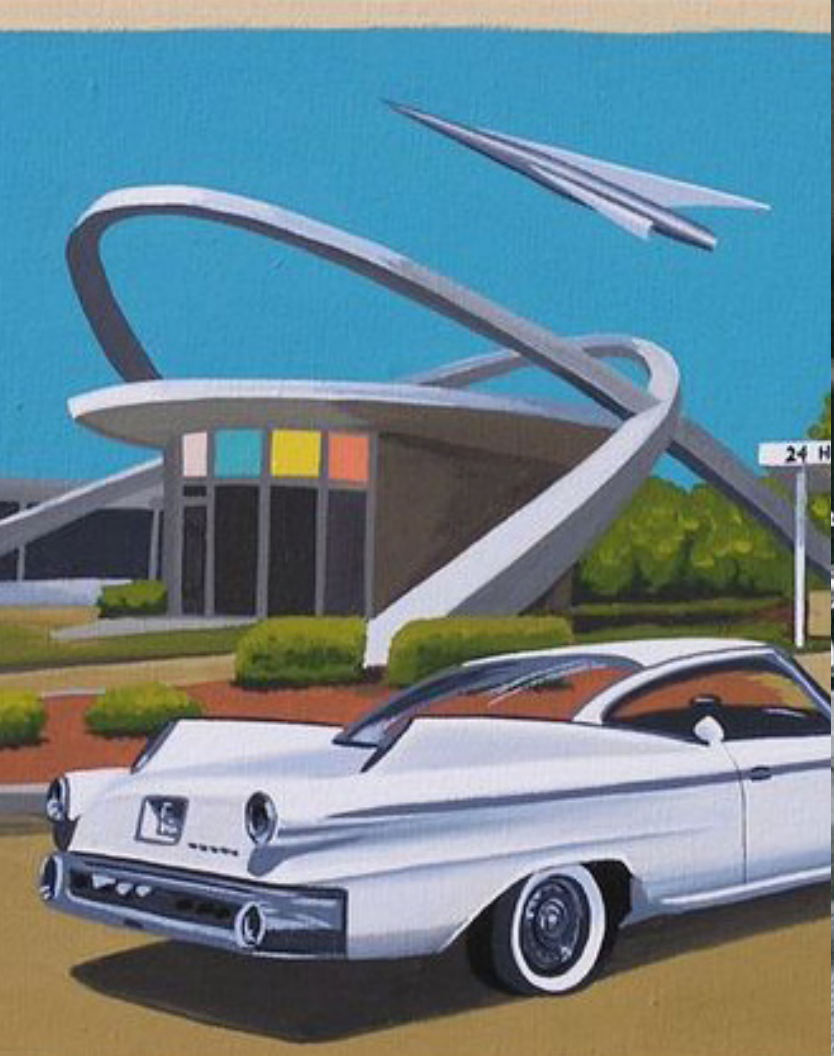
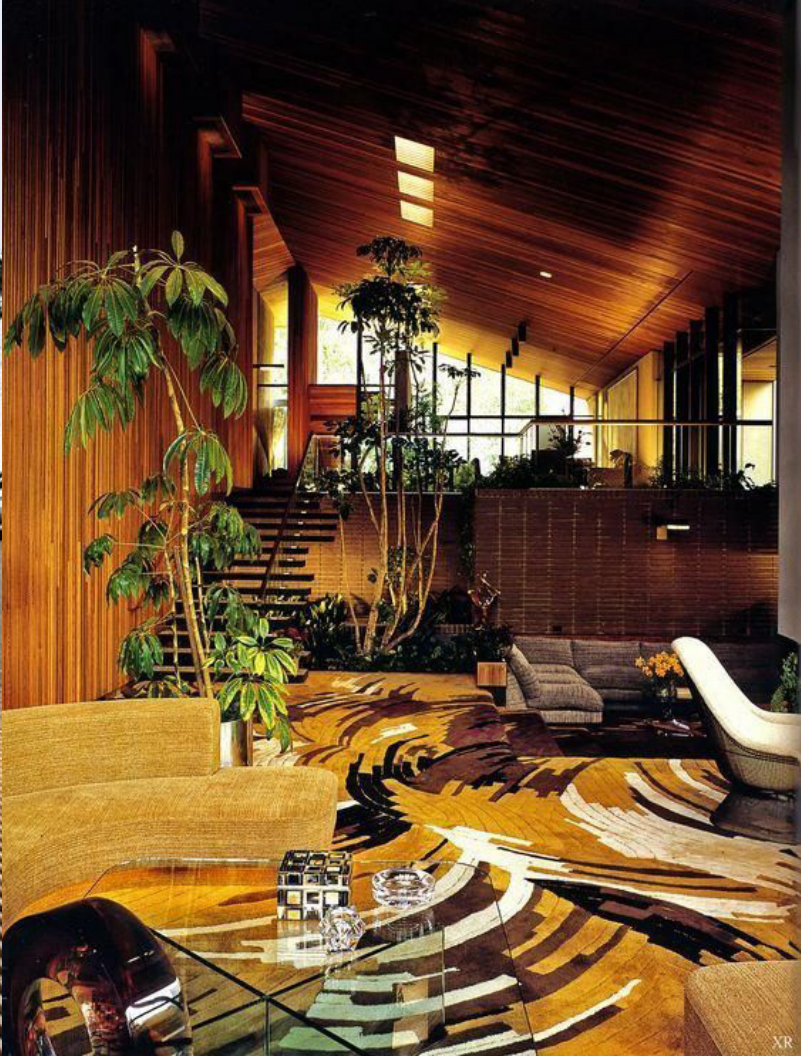


04

GREEN

EXPRESSION





05

MID CENTURY

DESIGN
ARCHITECTURE

theme 1
HERITAGE



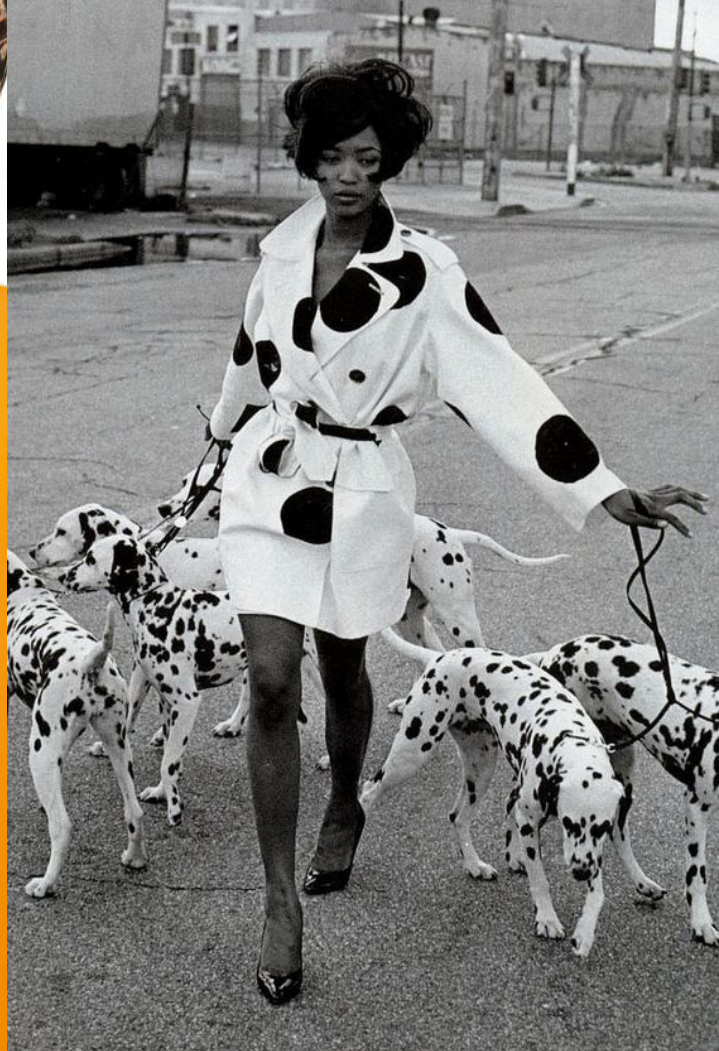
THESE THEMES ILLUMINATE OUR PRODUCT,
MESSAGING AND BRAND IDENTITY.

THEME I
01

SADDLE STITCHING

EQUESTRIAN INFLUENCE
SADDLER'S SPIRIT
NATURAL LEATHERS





THEME I
02

EXOTIC SKINS

CROCODILE
MIXTURES OF SNAKE
PONY HAIR 'BRAHMA'





THEME I
03

RECLAIMED MATERIALS

BRASS

CORK

LINENS/WEAVES

PATCHWORK (NON-LEATHER)

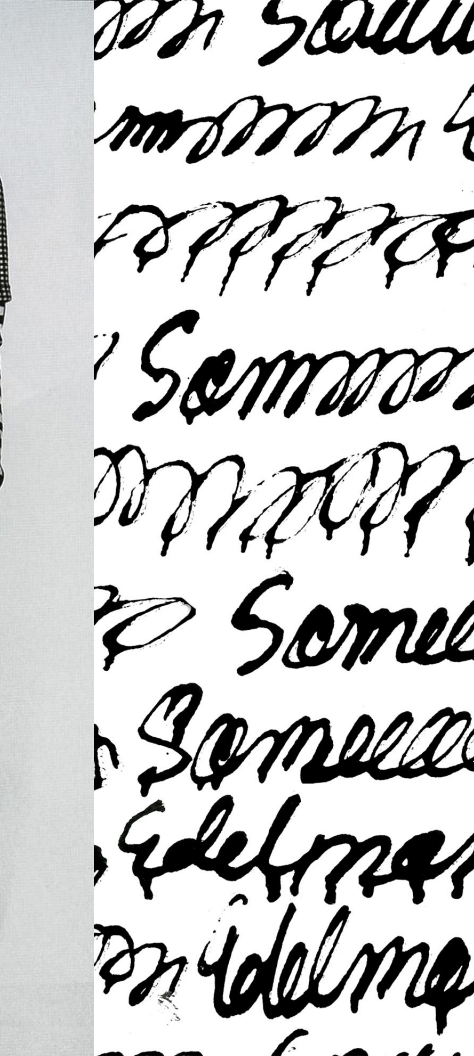
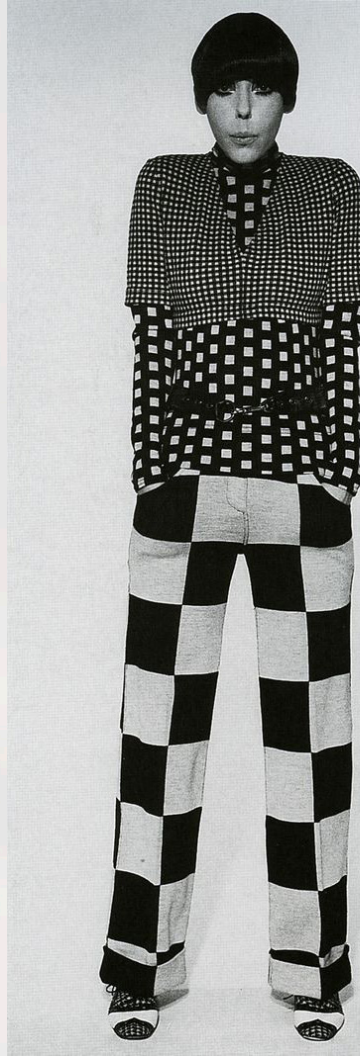
RECLAIMED WOOD



theme II
ARTISTRY



THESE THEMES DEFINE THE ARTISANAL
EARMARKS OF OUR BRAND. THEY MAGNIFY
OUR FOUNDER'S INFLUENCE, AND SHAPE OUR
VISUAL EXPRESSION.



THEME II
01

SAM EDELMAN SIGNATURE

PENMANSHIP
CY TWOMBLY
ARTISANAL OUTSOLE STRIPE
SIGNATURE SE SCRIPT



THEME II
02

ARCHITECTURAL INFLUENCE

MID CENTURY MODERN
ZAHA HADID
AXEL VERVOORDT
FRANK GEHRY



theme III

EXPRESSIONISM



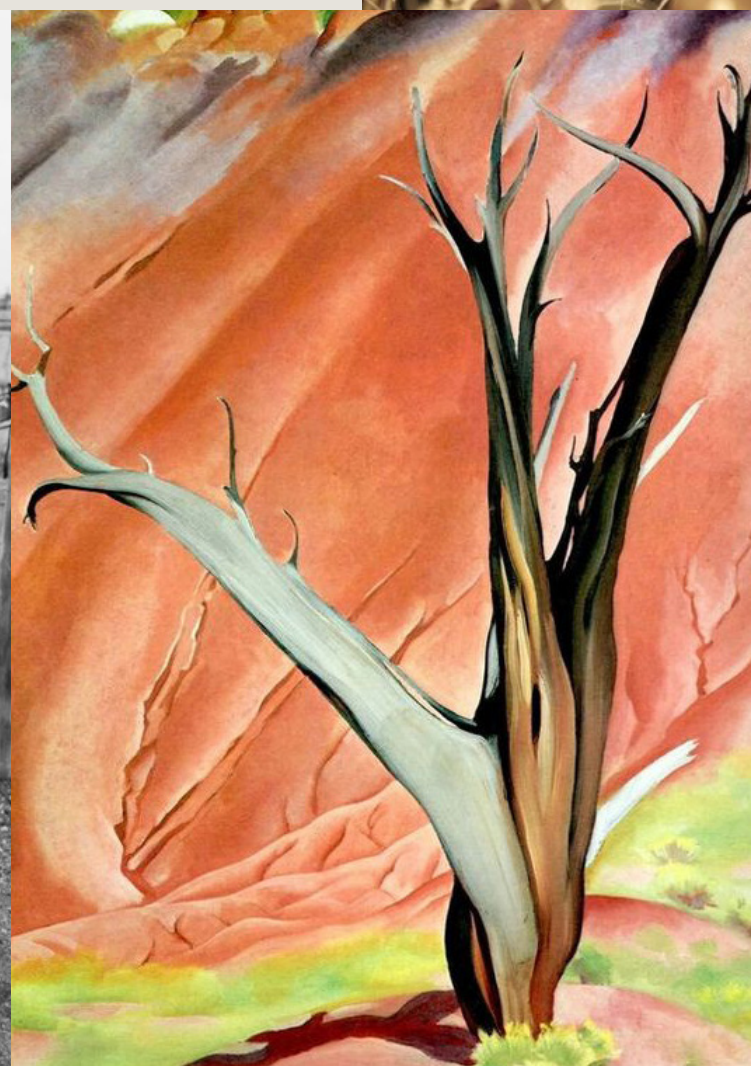
THESE THEMES COLOR OUR IRREVERENT SPIRIT AND INDIVIDUALITY. THEY REPRESENT OUR TREND ON POINT OF VIEW, MIXED WITH THE WHIMSICAL AND UNEXPECTED ENERGY OF OUR BRAND.



THEME III
01

FRINGE

VINTAGE COWBOY
LOUIE
GEORGIA O'KEEFE





THEME III
02

MIXED MEDIA

TRE-COLORE
FORNASETTI
PATCHWORK





THEME III
03

EMPOWERMENT

COMBAT BOOTS
VINTAGE MOTORCYCLE
ROCK & ROLL