

Sam Edelman



<b>Sam Edelman Apparel</b> .....	<b>1</b>
Overview.....	2
Brand DNA.....	3
Positioning .....	4
<b>The Sam Girl</b> .....	<b>5</b>
Olivia .....	6
Blake .....	8
<b>The Collection</b> .....	<b>10</b>
<b>Marketing and Communications</b> .....	<b>17</b>
Tools & Collateral .....	18
Branding Usage & Marketing Guidelines .....	20
<b>Advertising</b> .....	<b>21</b>
<b>Public Relations</b> .....	<b>23</b>
<b>Sales and Distribution</b> .....	<b>26</b>
Where we live .....	27
How we look .....	28
How we support.....	29
<b>In-Store Design</b> .....	<b>30</b>
<b>Online Marketing</b> .....	<b>33</b>

# Sam Edelman Apparel

is a contemporary collection of fashion wants and style staples for the aspirational and grounded young woman.



Trend-on and priced for her, **Sam Edelman Apparel** provides a seasonal, fashionable choice to express her personal style at work and at play – always looking as high end as her taste, her performance and her goals.

**KEY ASPECTS** give the Sam Girl the seasonal 'must have' with a fashionable twist/ pieces that she will love / stylish-sexy .... feminine-flirty .... quality- priced-right

**MUST BE** pieces that are able to mix / can stand on their own / bring her from day time to night out

The **Sam Edelman Apparel** Brand reflects the Sam Girl: her look, her energy, her personal style.

### **SHE IS:**

- style-sexy (with taste; sexy)
- feminine-girlish (aware of herself)
- on trend (fashion-aware vs. trendy)
- girly-edge (edge in a soft/chic way)
- affordable aspiration (informed; goal oriented)
- fits to complement (aware of what looks good)
- quality conscious (in-the-know; likes nice things)





# The Sam Girl

You can't help but notice her.

The Sam Girl knows who she is and tells you without saying it. **Fashionable and vivacious:** she is sexy with style. **Smart and driven:** she works hard and plays hard, makes great choices, always knows the right place to be and the right thing to say ... and looks great doing it all.

You want to be with her, be around her energy, be part of her stylish, colorful and alive world...

# Olivia

(Hip YP)

**Age:** 29  
**Location:** Meatpacking District, NYC  
**Status:** Single and looking for Mr. Right!

Working in a PR company, she wants her look to take her from day time to night out. She expects change-up from her clothes.

She is trend-on for her editor appointments and with a change of shoes and some lip color she is ready for a night out with her girls (and maybe him).

She feels great in her leather bomber paired with skinnys and heels - grabs her favorite clutch and is on the move.



I ♥ Sam! xo,  
Olivia



## Her Health



## Her Hot Spots



## Her Style Influence



VOGUE



STYLE.COM



PEOPLE



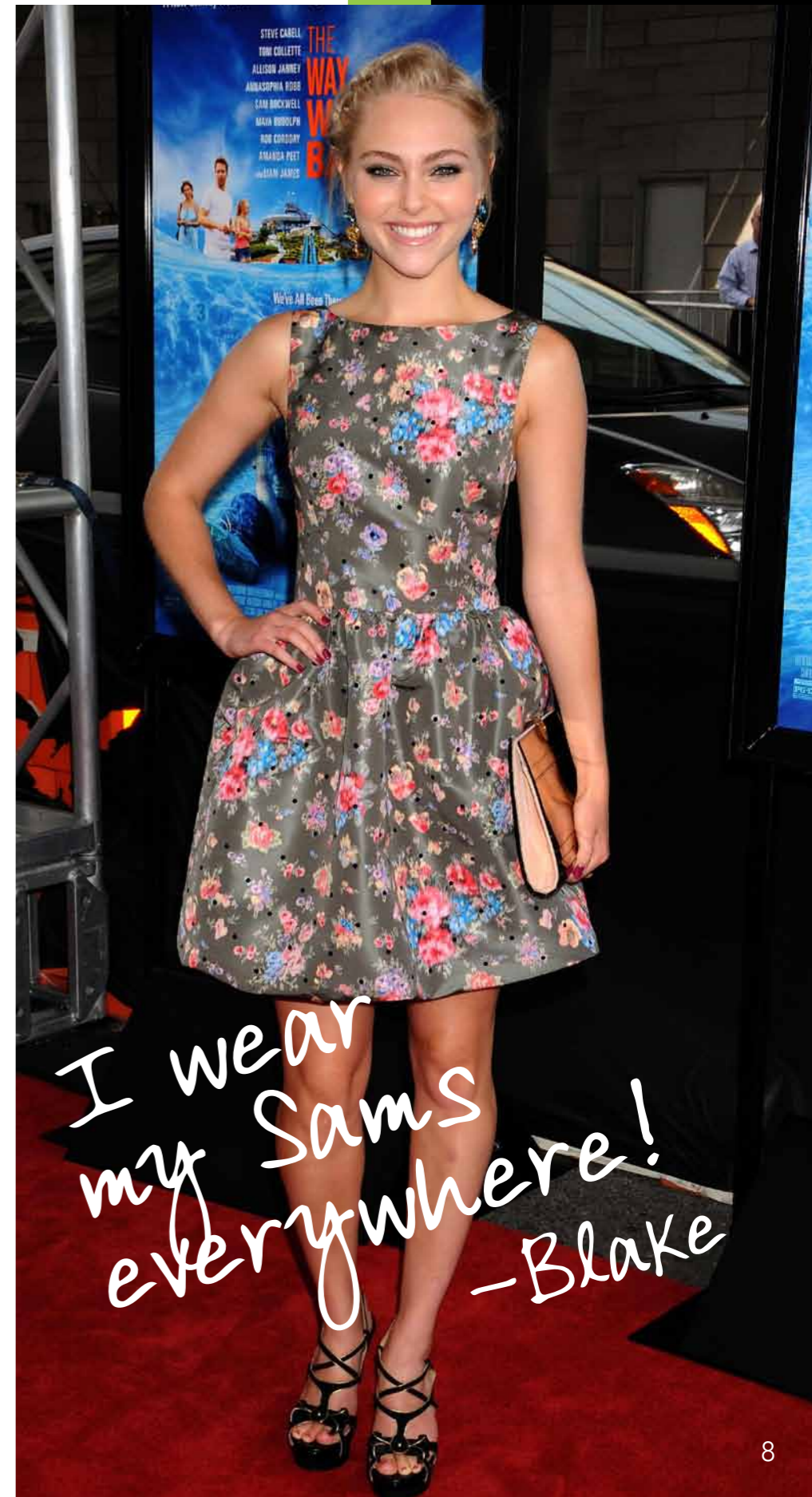
HELLO!

# Blake (It Girl)

**Age:** 23  
**Location:** West Hollywood, CA  
**Status:** Single and having fun!

She knows exactly what's going on when it comes to fashion, hot spots, new restaurants and everything those 'in the know' know. Her style is right - from a favorite tee, denim jacket and flirty skirt, to cut off shorts and a printed ballerina.

She is a religious blog follower; Songs of style, Fashiontoast, Brianboy are just a few of her favorites. She loves browsing the pages of Vogue and other fashion mags with her afternoon Juice Press.



*I wear  
my Sams  
everywhere!  
-Blake*



## Her Health



## Her Hot Spots



## Her Style Influence



SONG OF STYLE



FASHIONTOAST



VOGUE



JUICE PRESS



# The Collection



“  
Trust  
Fashion,  
it never  
lies.”

-Sam Edelman



“  
No detail  
is small”

-Sam Edelman



# Collection

The Sam Edelman collection offers the Sam Girl every day wardrobe choices for work, weekend and evenings out. Made with style and quality, each piece is designed with her in mind to be the natural choice and fit for her life and style.

## THE MUST HAVES

Classic with a twist, these pieces in each delivery are the staples of her wardrobe; her stand alone pieces, outfits and buildables

## THE LOVES

On-trend with a soft edge – these pieces she falls in love with; she loves them because they make a statement for her at that moment

# Delivery

There are four seasonal deliveries which are shipped each month per year. Each seasonal assortment is a mix of must-haves and loves.

## Assortment

## Pricing

woven tops .....	\$68 - \$118
knit shirts .....	\$48 - \$118
skirts .....	\$68 - \$128
pants .....	\$78 - \$128
dresses .....	\$89 - \$158
jackets .....	\$148 - \$248





COLLECTION



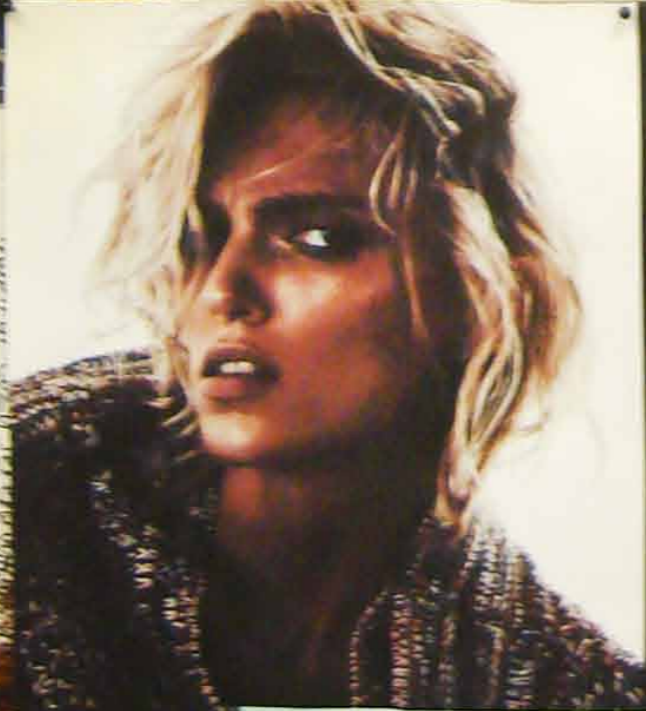
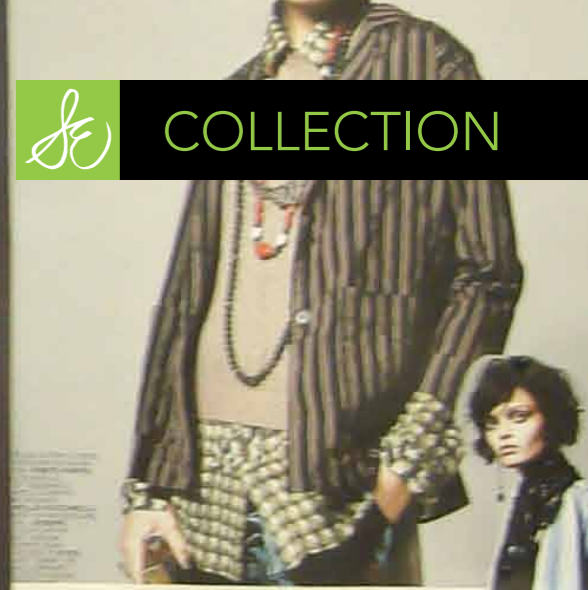








COLLECTION



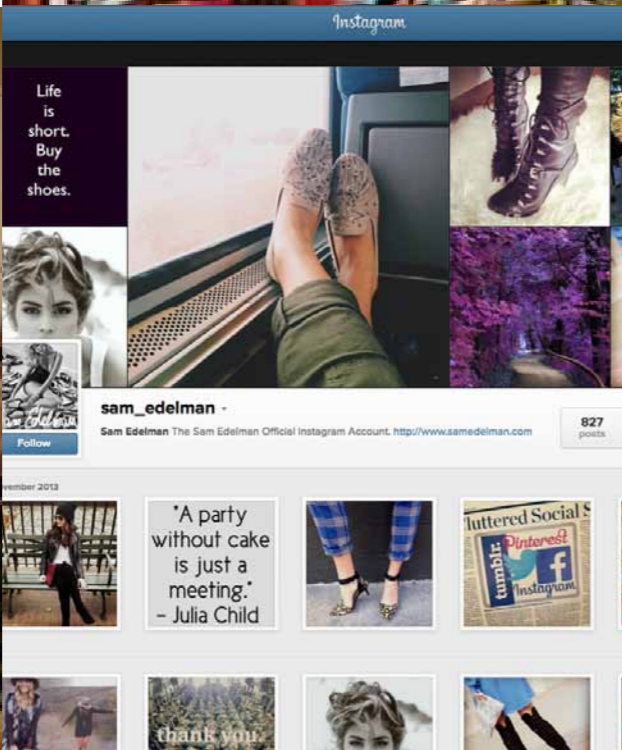








# Marketing & Communications





# Tools & Collateral

Marketing and Communications tools reflect the look and feel of the Sam Edelman Brand in written word and imagery.

## Marketing, Sales, Communications

- Written materials: consistent brand voice with Sam Edelman
- Brand Overview and boiler plate
- Seasonal Releases
- Sell sheets for sales team
- Look Books (digital)
- Key look images for media and sales use
- E-mailer series/blasts

## Images

---

- Branded lifestyle images
  - per season/collection  
*(in store iconic image, look books, mailers, online)*
- Online images for sales

## Brand Collateral

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- Shopping Bag / Tissue
- Garment Bag
- Gift Box
- Note card & envelope
- Gift Card & envelope
- Courier label
- Letterhead
- Business cards
- Press Kit

Sam Edelman

Sam Edelman





# Branding Usage & Marketing Guidelines

## Font

Supporting type is Avenir LT std 35 for all branded material including letterhead, postcards, line sheets, invitations

## Logo usage

*Sam Edelman*  
BLACK

*Sam Edelman*  
PMS 375

*Sam Edelman*  
BLACK on PMS 375

*Sam Edelman*  
PMS 375 on BLACK



In Advertising: Logo script is white on top of image

## Color Palette







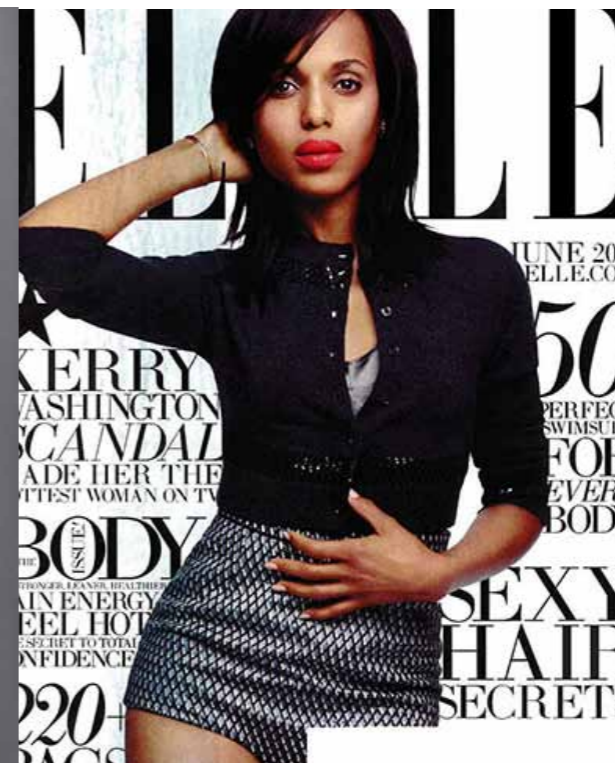
# Advertising



The Effie Wedge *Sam Edelman*



*Sam Edelman*



*Sam Edelman*

# Advertising

Identify and place national Sam Edelman image advertising using the Sam Edelman Branded imagery, in high profile outlets. Connect directly with the Sam Girl at her point of contact – in both print and on-line.

Work with retail partners to create co-op ads that drive the consumer to purchase generating foot traffic.

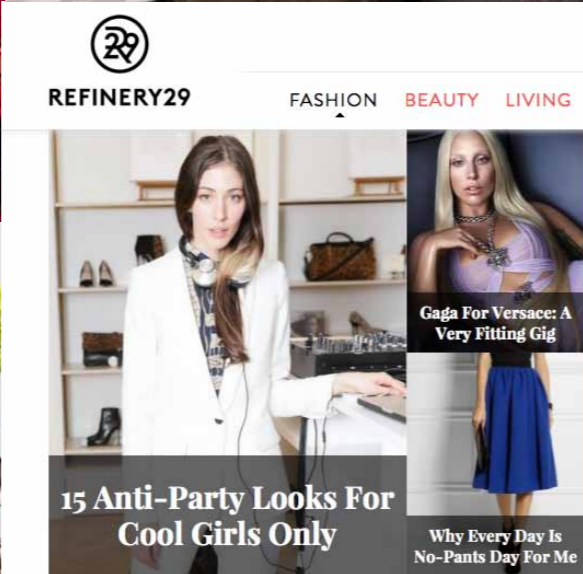
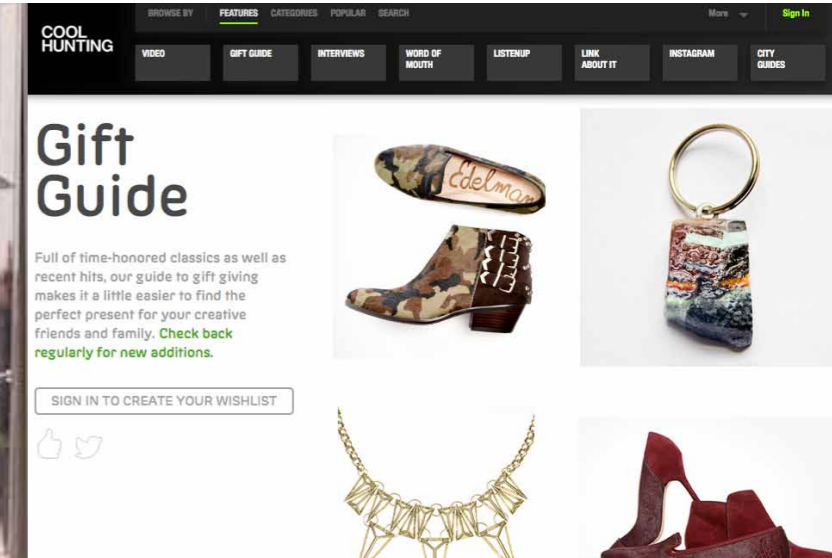
## POSSIBLE OUTLETS INCLUDE:

- Elle
- InStyle
- Cosmo Girl
- Style.com and Manifesto
- E-mailer series/blasts





# Public Relations





## EDITOR OUTREACH

- Develop and build relationships with all media for apparel
- Secure regular visibility for brand and pieces seasonally year-round
- Position and build Sam Edelman and Kellwood with Apparel

## INFLUENCER OUTREACH

- Targeted sampling program for influencers
- Partner with Sam Edelman team to generate social media support to build awareness and credibility as part of Sam Edelman message

## EVENTS

- Host launch event in partnership with Sam Edelman; seasonal editor showroom events; in-store launch and support events as determined seasonally

# Celebs ♡ Sam!



ASHLEY GREENE



CARRIE UNDERWOOD



GWYNETH PALTROW



KIM KARDASHIAN



BEYONCÉ



# Sales & Distribution



## Where We Live

Sam Edelman Apparel is found in better department stores, specialty boutiques and chains, on-line at [samedelman.com](http://samedelman.com) and in Sam Edelman Branded Retail stores in Manhattan and Beverly Hills.



## How We Look

The look and feel of Sam Edelman Apparel is in harmony with the Sam Edelman Brand. Colors, details and signature Brand elements help define our environment.

### WHOLESALE

- Space and location for negotiation
- Partner with Sam Edelman team to generate social media support to build awareness and credibility as part of Sam Edelman message

### SAM EDELMAN BRANDED RETAIL

- Fixturing and design: timing/costs/design direction

### E-COMMERCE

- Kellwood e-commerce team developing site and sales platform for Sam Edelman Apparel in partnership with Sam Edelman



# How We Support

Support materials are designed by the Sam Edelman Apparel team in partnership with retailer partner guidelines.

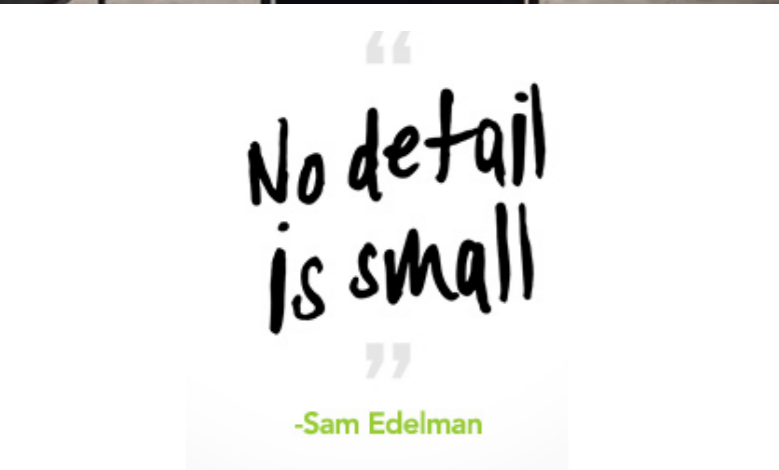
- In Store Signage
- Branded Hang Tags
- Consumer Collateral
- E-mailers
- Co-Op Advertising
- In-Store Events







# In-Store Design













# Online Marketing

## Fall Fashion IN THE CITY

Both silks contrasts with pops of plaid and the season's tougher textures: distressed denim and combat cargo.

[SHOP THE CITY](#)

The Canary Top, Boyfriend Plaid & Minka Skinny Jean  
[GET THIS LOOK](#)



## Featuring The FALL LOOKBOOK

Refined essentials, crisp patterns and texture blocking define the season.

[SHOP THE LOOKBOOK](#)

SHARE

ENJOY FREE SHIPPING... ALL DAY, EVERY DAY!



+SHARE

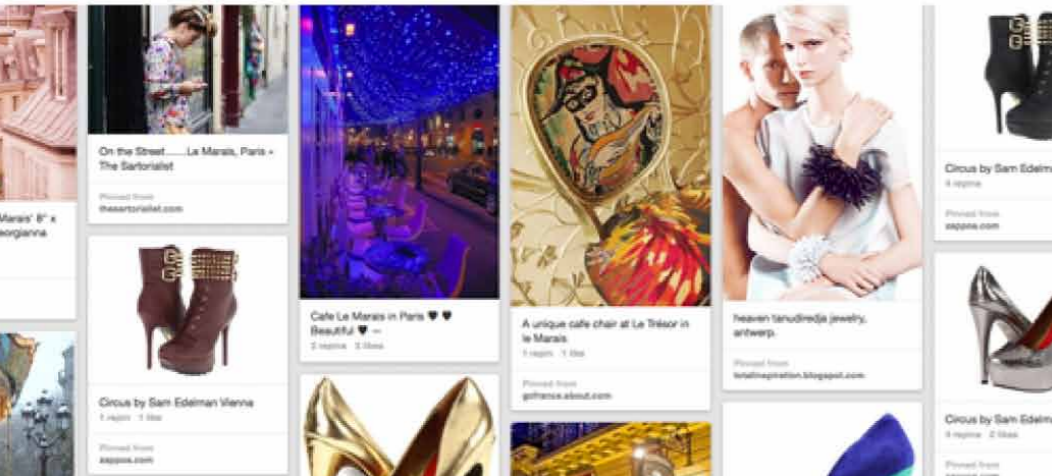
ENJOY FREE SHIPPING

## JACKETS

Fall: Fashion's favorite season. Layer up in structured leather jackets, and our softest shearlings.

[SHOP OUTERWEAR](#)

Check Us Out On **Pinterest**  
Get inspired by what inspires us.



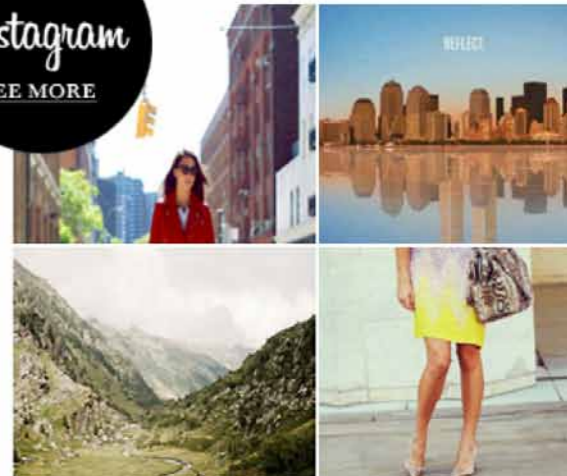
## No. 01 SHOP THE LOOK

The Snow Dot Sweater paired with Ipsum Pant, Ikat Handbag, Spike Cuff and Pharaoh Pumps. It's not so black and white.

[GET THE LOOK](#)



#SHOWU  
Get inspired





Just in: The Fall Collection  
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# Sam Edelman

NEW COLLECTIONS SHOP ALL FIND A STORE



## Introducing The FALL COLLECTION

Elevated yet effortless, pairing clean, tailored lines with luxe patterns and textures.

SHOP THE COLLECTION

\$50  
FOR YOU &  
YOUR FRIENDS

[SEE MORE](#)



ENJOY FREE SHIPPING... ALL DAY, EVERY DAY!

## Fall Fashion IN THE CITY

Smooth silks contrasts with pops of plaid and the season's tougher textures: distressed denim and combat cargo.

SHOP THE CITY

The Canary Top, Boyfriend Plaid & Minka Skinny Jean

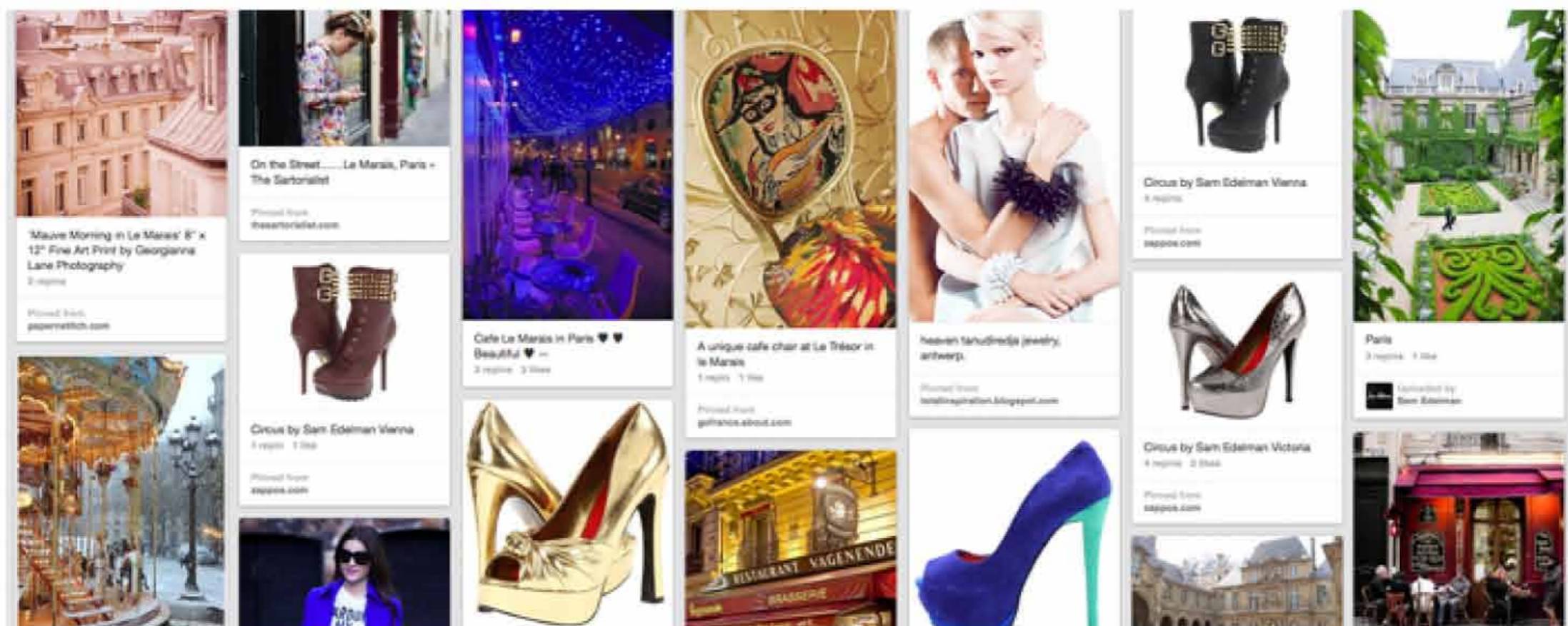
[GET THIS LOOK](#)



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Introducing: The Must-Have Looks for Fall  
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Sam Edelman

NEW COLLECTIONS SHOP ALL FIND A STORE

Featuring The  
FALL LOOKBOOK

Refined essentials, crisp patterns  
and texture blocking define the season.

SHOP THE LOOKBOOK

+SHARE



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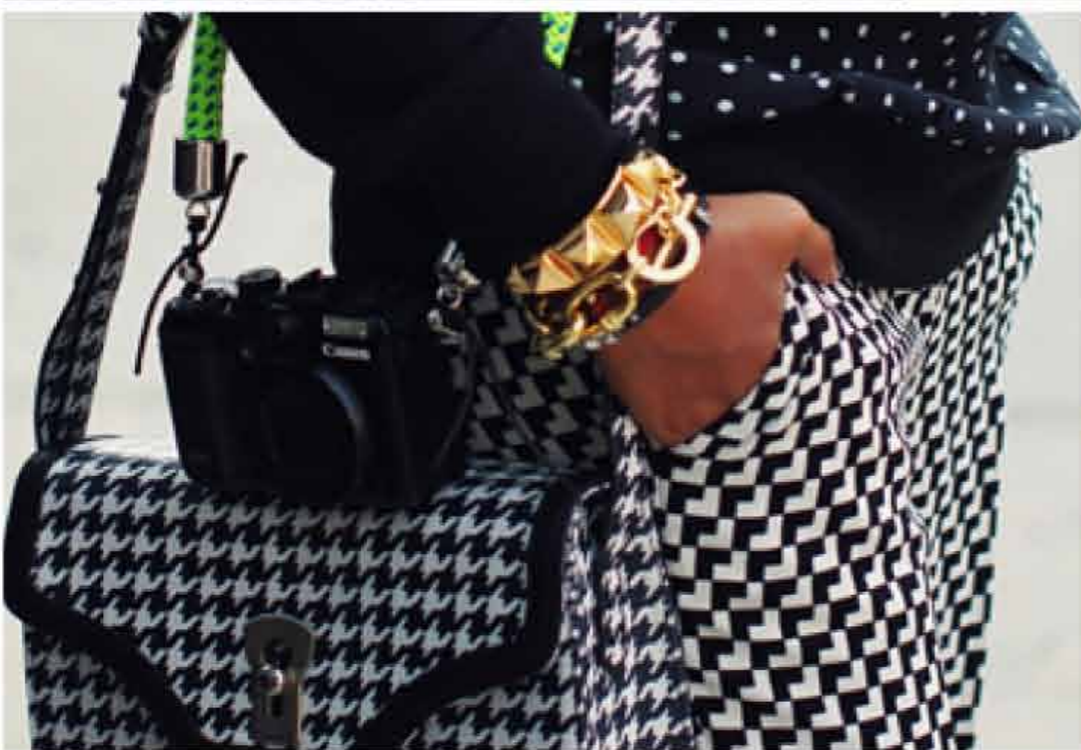


No. 01  
SHOP THE LOOK

The Snow Dot Sweater paired with Ipsum Pant,  
Ikat Handbag, Spike Cuff and Pharaoh Pumps.

It's not so black and white.

[GET THE LOOK](#)



GET \$50  
For You & Your Friends

Introduce your friends to Sam Edelman and  
we'll give you each \$50 for your next purchase  
at [SamEdelman.com](#).

REFER A FRIEND

Let's Mingle! [f](#) [i](#) [t](#) [t](#) [p](#) | Questions? Call us at 1-800-123-4567 | [Read The Blog](#)

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[View email online.](#) [Unsubscribe from all future emails here.](#)



Early Access to our Fall Collection!  
Problems viewing this email? [Click here.](#)

# Sam Edelman

NEW COLLECTIONS SHOP ALL FIND A STORE



## Fall Collection SNEAK PREVIEW

This weekend only: shop an exclusive sneak peek of our brand new Fall Collection before anyone else can!

[SHOP THE COLLECTION](#)

+SHARE

ENJOY FREE SHIPPING... ALL DAY, EVERY DAY!

## JACKETS

Fall: Fashion's favorite season. Layer up in structured leather jackets, and our softest sheerlings.

[SHOP OUTERWEAR](#)



+SHARE

## #SHOWUSYOURSAMS

Get inspired by what inspires us.



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