

# STEVE MADDEN

## MEDIA ADVISORY

### Be Ready for Anything this Summer with Steve Madden

**WHAT:** This summer Steve Madden is ready to get up and go—from the underground and the rooftops, to the beaches of our favorite vacation spots. It's all about making moves and looking good while doing it. Wherever you're going this summer, go with Steve Madden.

We start off with sneakers in juicy, fresh-squeezed neons, perfect for time spent on the move. Athleisure is offered in day-glow brights to keep sunshine on our minds even when we're catching our breath in the shade.

Next up is a long drive with the windows down, music blasting and the sun dusting everything with gold. Summer-inspired textures and warm tones redefine safe-bet neutrals, with elevated construction, high-tech fabrics and dynamic silhouettes.

Finally, we make our way out for vibrant nights with summer bling that adds a pop of sparkle from our favorite pair of heels. The perfect pairing for that shimmer is a maxed out pink look, for a sweet and flirty style that winks to a summer full of all things pink.

It's a season for exploring, investing in ourselves, and trying out the latest trends on our way to our next adventure. **Where will you go with Steve Madden?**

**WHEN:** 20 April 2023

**WHERE:** <http://bit.ly/3nX6OTK>

**IMAGES:** <http://bit.ly/3nX6mFc>

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#### About Steve Madden

Steve Madden designs, sources and markets fashion-forward footwear, accessories and apparel for women, men and children. In addition to marketing products under its own brands including Steve Madden®, Dolce Vita®, Betsey Johnson®, Blondo®, and GREATS®, Steve Madden licenses footwear and handbag categories for the Anne Klein® brand. Steve Madden also designs and sources products under private label brand

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names for various retailers. Steve Madden's wholesale distribution includes department stores, mass merchants, off-price retailers, shoe chains, online retailers, national chains, specialty retailers and independent stores. Steve Madden also directly operates brick-and-mortar retail stores and e-commerce websites. Steve Madden also licenses certain of its brands to third parties for the marketing and sale of certain products in the apparel, accessory and home categories. For local store information and the latest boots, booties, dress shoes, fashion sneakers, sandals, slippers and more, please visit [www.stevemadden.com](http://www.stevemadden.com), [www.dolcevita.com](http://www.dolcevita.com) and our other branded websites.