

## Steve Madden Unveils Fall 2023 Collection and Digital Flagship Launch at Steve Madden Secret Clubhouse Event

Jakarta — August 28, 2023 — Renowned footwear and accessories brand Steve Madden was hosting an exclusive awareness event last Friday, August 25<sup>th</sup>, marking the grand unveiling of its highly anticipated Fall 2023 collections. The event took place at Dion, Senayan Park, offering a sneak peek at fashion trends and innovations. The event also served as the official announcement of the brand's Indonesia website, [stevemadden.id](https://stevemadden.id).

At the forefront of style and innovation, Steve Madden has consistently captured the hearts of fashion enthusiasts worldwide. The Fall 2023 collections embody the brand's iconic spirit while introducing fresh designs that embrace the essence of the season. From footwear that combines comfort with trendsetting styles to accessories that redefine elegance, the collection promises to cater to every fashion-forward individual.

More than anyone, Steve Madden understands the art of a seasonal refresh. Must-have styles are more than a temporary obsession and help to define our ever-evolving taste and identity. Shot in Brooklyn, New York, the Madden team focused on what's important—the product—while highlighting key trends of the season through calculated composition and use of texture, color, and light.

The campaign's all-inclusive assortment comprises iconic styles like LAZLO, NATTY, EXOTICA and REASSURE. New favorites are born with the introduction of BVALLY, BVILMA, along with BCELIA, BKAYA, BSTELLA, and many more. Founder, Creative & Design Chief, Steve Madden, has always stressed that placing product first is key. "At the end of the day, the shoes and clothing are what our consumers live in and love. We know that's what's important so why not let it shine." Fall 2023 by Steve Madden focuses on the art of simplicity by creating a showcase for the objects of our desire, defined by mesmerizing moments with unconventional styling. Effortless beauty meets authentic grit through a collection of shoes and apparel that make your mood easy to meet.

The highlight of the event is the launch of Steve Madden Indonesia website, [stevemadden.id](https://stevemadden.id). Boasting a seamless online shopping experience, the new e-commerce platform will provide customers with unprecedented access to the latest trends and exclusive products. One of the standout features of the digital flagship is the commitment to offer free shipping across Indonesia, ensuring that customers can enjoy their favorite Steve Madden products delivered right to their doorstep.

"We are thrilled to present our Fall 2023 collections and introduce our digital flagship, [stevemadden.id](https://stevemadden.id), to the world," said Carmelita Putri, General Marketing Manager at Steve Madden. "With our new commerce platform, we are not only revolutionizing the way our customers experience shopping but also reaffirming our dedication to providing exceptional products and services. This event is a celebration of our legacy and a glimpse into the exciting future we envision."

The Fall 2023 collections are available for purchase at Steve Madden concept stores and [stevemadden.id](https://stevemadden.id) starting at the end of August.

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**About MAP:**

MAP has a portfolio of more than 150 world-class brands from department stores, sports, fashion, kids, food & beverage to lifestyle. As at end of March 2023, MAP operates more than 2,700 retail stores in over 80 cities across Indonesia. The main retail concepts managed include; Department Stores: Sogo, Seibu, The FoodHall; Fashion & Beauty: Zara, Marks & Spencer, Kipling, Cotton On, Mango, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; Active (Sports & Leisure): Sports Station, PlanetSports.Asia, Foot Locker, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks; Kids: Kidz Station, Smiggle, Lego; Digital: Digimap, Digiplus; Food & Beverage: Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Subway; Others: Alun Alun Indonesia. For more information about MAP please visit [www.map.co.id](http://www.map.co.id).

**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®, GREATS®, BB Dakota® and Mad Love®, Steve Madden is a licensee of various brands, including Anne Klein®. Steve Madden also designs and sources products under private label brand 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 operates brick-and-mortar retail stores and e-commerce websites. Steve Madden licenses certain of its brands to third parties for the marketing and sale of certain products, including outerwear, eyewear, sunglasses, hosiery, jewelry, watches, fragrance, luggage, bedding, and bath products as well as other select product categories. For local store information and the latest boots, booties, dress shoes, fashion sneakers, sandals, slippers and more, please visit [www.stevemadden.id](http://www.stevemadden.id).

Website: [www.stevemadden.id](http://www.stevemadden.id)

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