

STEVE MADDEN

Steve Madden Europe

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FOR IMMEDIATE RELEASE

Launch Steve Madden Spring/Summer 2022

Steve Madden Presents: Restless Reinvention

Steve Madden invites you to hit the refresh button this Spring by reevaluating what is important. It is an ever-evolving world, and now is the time to shake things up – after all, fashion is all about change and innovation. Whether you are leaning into the latest vibrant colors of Spring, or hitting “add-to-cart”, reinventing your style will always be true to the Steve Madden DNA. Featuring everything, from Steve Madden, platforms to fresh new sneakers, and loafers for men, Steve Madden provides you the tools to be your own visionary of all things stylish, fun, and hopeful.

This Spring, REINVENT YOURSELF with Steve Madden.

Inspired by Miami Vice and with a nod to the early 90s, there are so many stunning pastel colors to choose from with Skylar Light biker boots in pink, Match sneakers in peach, Kenley heels in lavender –

Steve Madden has got you covered. That’s not all, beautiful bags in pastel tones match with coordinating shoes and apparel can take you from the gym to the beach party. Cropped tops and leggings, tie-dye co-ords with shoes and bags to match sets the scene for a summer to remember. New for Spring/Summer 2022 and the perfect foil to Steve Madden Apparel is our Swimwear Collection. A selection of one-pieces and bikinis, the capsule launch range of six different pieces feature designs that make you dream of Summer days at the beach or the pool. Available in a selection of colors including black, rose gold and zaffiro, Steve Madden has set the tone for your Summer style with this fabulous Swimwear collection.

For those who love to add a pop of color to their outfit, this season you won’t be disappointed as we have the boldest and brightest shoes around. We’ve turned up the heat with our pop colors featuring electrified rainbow brights ramped up a notch or two. Inspired by the 90s, these shoes and bags make a statement – Fulton heeled boots in baby blue patent, Vala emerald green heels and show-stopping Vyper court shoes in lilac, snazzy bright aqua kitten heels and our classic Maxilla-R in bright pink – you won’t fail to be noticed.

One thing we are all looking forward to during Spring/Summer 2022 is visiting festivals again and spending long hot Summer evenings relaxing with friends. Steve Madden has your festival wardrobe sorted. A cool neutral palette of beige, olive, bone, sand and black create endless possibilities ensuring you have everything you need for the coolest summer ever. Vivienne boots, Bay Natural sandals, Mac sneakers, Chillin Camo Multi slides – we’ve got them all and we have the perfect partners in the way of bags, and Apparel. Cropped tops and shorts for warm, sunny days and sweatshirts and joggers for cooler, balmy evenings.

Everyone loves a Summer bride and this season we have introduced our Bridal Collection – although this collection is so beautiful it’s not just for brides and bridesmaids, these shoes and bags are perfect for any summer occasion. A shimmering selection of colors from rose gold, silver, nude and white with a variety

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of finishes including satin, rhinestones, plaited leather, and clear finishes. And we've not forgotten the runaway bride, there's a glistening array of sneakers resplendent with crystal embellishment.

Following on from the successful launch of Steve Madden larger sizes range in 2021, this inclusive collection has expanded from a capsule collection of heels and boots to a complete shoedrobe of heels, platforms, sandals, boots and sneakers in a collection of pastel, nude and pop colors in various heel heights. Now everyone can 'Walk With Steve.' Available in sizes 42 to 45 with a wider fitting.

As an inclusive brand, we can't forget the little ones, and this also is a range that has expanded. Now your mini me can look just as stylish as you are with the Steve Madden Kids range. Trainers with added rhinestones, sock-boots in brights, pastels and tie-dye, high tops that wouldn't look out of place in Miami Vice and chunky-soled boots in colors that run the gamut from fluorescent pink to pale blue.

Steve Madden Kids are available in children's sizes 31 to 35.

Live your best Steve Madden life and step up your style this season.

The Spring/Summer 2022 collection is available on www.stevemadden.eu and stores from the beginning of March and the prices will range from €59,99 to €149,99.

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What began as a modest \$1100 investment in 1990 has developed into an iconic lifestyle and destination for footwear, handbags and accessories, sold worldwide. It's about authenticity. It's about embracing individuality. It's Steve Madden.