

STEVE MADDEN

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FOR IMMEDIATE RELEASE

BACK TO THE FUTURE WITH STEVE MADDEN

Nieuwkuijk - The future is here, with the new Steve Madden Fall/Winter 2022 collection. We've gone back to the future and fused that with the latest trends- this collection is a real eye-catcher. Taking inspiration from past decades: the retro pop of colors from the '80s, striking platform styles from the '90s, the browns and neutrals of the '00s, and of course the best of this decade: a step in the right direction with more sustainable styles. The first steps to your fall/winter wardrobe are here.

Women

The new women's collection is full of wonderful choices. For everyone who loves the '80s, we have the unmissable Pop Colors Collection: a wide range of shoes, apparel, and bags in bright colors. A **Briga bag in blue** or a **Vava overknee boot in neon pink** is the standard for this collection! With fabrics like satin, lycra, and (croc) metallic, this collection really makes a statement.

Steve Madden has also embraced the showstopping shoes and accessories of the 90s. With platforms like the **Charlize heel** and **Cobra** - which also has a matching bag named **Bcobra** -, colored details, black and white contrast, logo prints, tech details, and prints. Steve Madden is bringing the vibe right back!

Last but not least, the fifty shades of brown inspired line: the real heroes of the zeroes. This collection is full of browns, croc patterns, brown-on-brown prints, gold chain details, leather-look, olive as an accent color, and shiny pants. Time to bring sexy back!

Kids

Let's not forget our mini fashionistas. Steve Madden matching shoes for the next generation of fashion lovers features the glitter, the glamour, the classy, and the sassy styles that are just like Mom's and are available in sizes 31 - 35!

Sizes for everyone

Steve Madden continues with some amazing styles in sizes for everyone. These styles will be available in sizes 41 - 45. Let's be extra, let's be fierce - for everyone to enjoy!

Head to toe

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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.

STEVE MADDEN

All-day, every day, from head to toe. Steve Madden makes it possible with these collections. From the office to the gym to an amazing night out, Steve Madden's versatile line of apparel is for day and night: completed with an extraordinary bag and a pair of shoes, you're all set for a very stylish season.

Bags

For the bags, there is a wide range of styles. Just like our shoes, there's a bag for every occasion. Influenced by the three decades: there is always a matching bag to add the finishing touch. The choice between casual and glamour is right around the corner. A Pop of color or a neutral bag, fully branded or with rhinestones, these bags are the showstopper this season. Every outfit needs a Steve Madden bag as a beautiful statement piece.

Apparel

From day to night - that's what this apparel collection is all about. For the day a stylish suit or a matching set, for the evening a lovely dress or a sexy two-piece. Like the shoes and bags, the apparel does also has taken influences from our three favorite decades. A fully branded tracksuit, a beautiful faux leather dress, or a matching set with a brown-on-brown print can't be missed in this season!

Men

This Fall/Winter the men's collection has been reinvented. Focusing more than ever on the fashion conscious man, these shoes are for them: stylish and contemporary this collection has something for everyone from sneakers to casual shoes and boots to occasion shoes there's something for everyone. Chunky soles straight out of the '90s, dressed casual sneakers, B-Ball sneakers, high-top lace-up sneakers, and dressed boots; this collection really does have it all.

Sustainable

With a view of a better world, Steve Madden is making its first steps to being more sustainable. We're building a better version of the brand, starting now. The sustainable styles will be returning in every collection from now on.

By 2025, our target is to make 50% of all our products with environmentally preferred materials.

What are we doing to develop and produce products that are more sustainable?

Steve Madden uses more sustainable materials in as many components of the shoes as possible, and not just in the uppers or the soles. The recycled polyester is made from plastic bottles and recycled rubber soles are made from the soles of discarded shoes. Recycled leather is made from production waste.

Besides these improvements, we also have GRS certification and LWG membership. **GRS** - Global Recycled Standard - is an international and voluntary standard that verifies if the materials that are used in the products are made from recycled raw materials. **LWG** - Leather Working Group - is a not-for-profit organization responsible for the world's leading environmental certification for the leather manufacturing industry.

Holiday

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Steve Madden is known for its sparkle, and this (holiday) season tops everything. Like the previous holiday launches, Steve Madden knows how to elevate your outfit to a whole new level this season. There is enough glitter and glamour to shine, sparkle and make this holiday season one to remember!

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