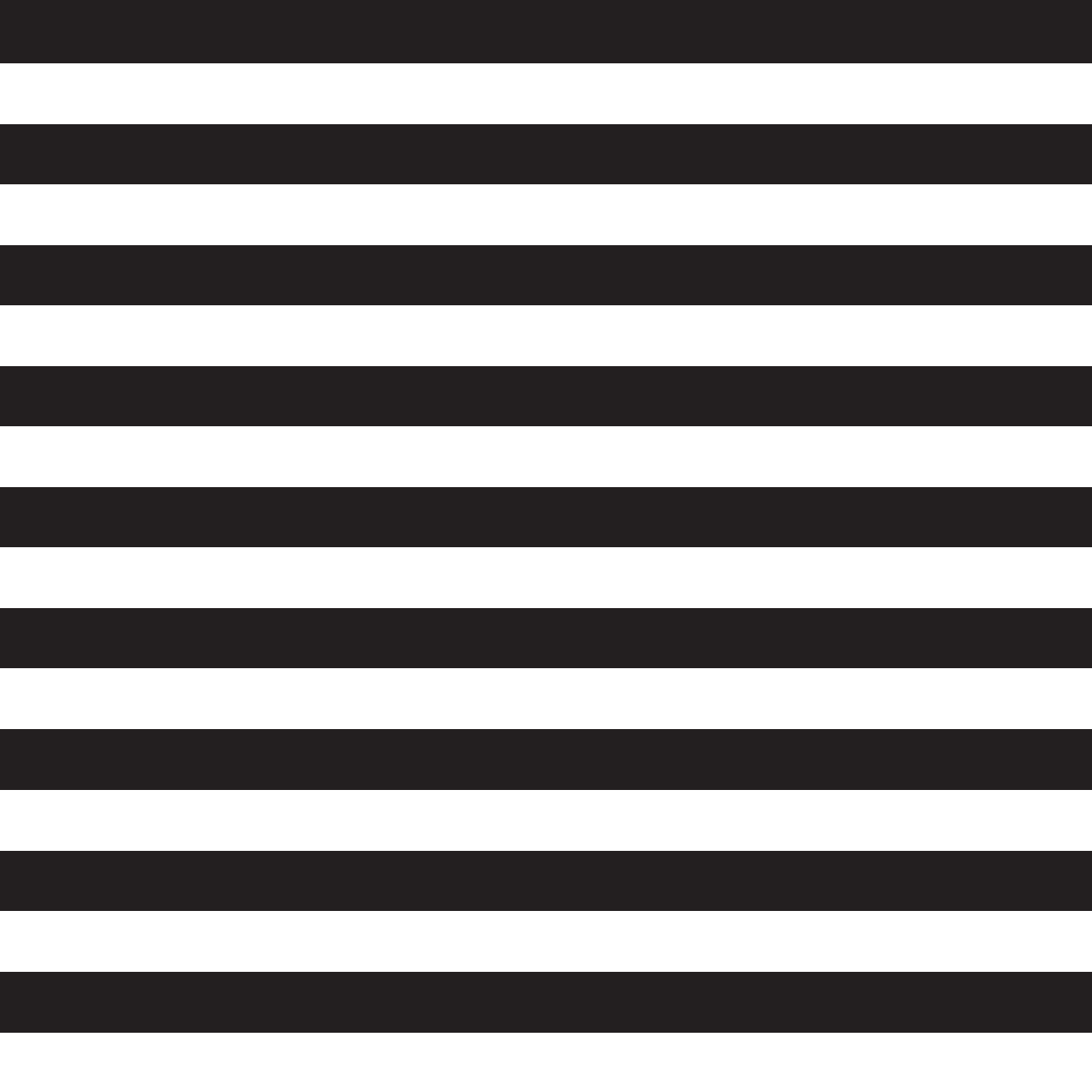


**DO YOU SPEAK
SHOE LOVER?**



STYLE AND STORIES FROM INSIDE DSW

LINDA MEADOW AND THE SHOE LOVERS AT DSW



“

SEEING A GIRL IN THE RIGHT SHOE IS LIKE RIDING IN
A CAR WHEN A GREAT SONG COMES ON THE RADIO,
AND YOU GET A LITTLE TINGLE DOWN YOUR SPINE.

STEVE MADDEN

”

On the cover: Steven by Steve Madden *Revolvir Pump*
—Designed exclusively for DSW—

THIS BOOK IS THE VERY SERIOUS OBSESSION OF:

SHOE LOVER

DO YOU SPEAK SHOE LOVER?

Cover image: Maxine Helfman, Shoe Lover, Dallas, TX

Cover design: Lisa Ragland, Shoe Lover, DSW

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

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ISBN: 978-1-118-67422-2 (paper)

ISBN: 978-1-118-78220-0 (ebk)

ISBN: 978-1-118-78221-7 (ebk)

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

DO YOU SPEAK
SHOELOVER?

STYLE AND STORIES FROM INSIDE DSW

LINDA MEADOW AND THE SHOE LOVERS AT DSW

WILEY

The Carrie Bradshaw of DSW? That'd be Kelly Cook. She loves fashion, she's obsessed with shoes (this is only a fraction of her collection—seriously, the woman has close to 400 pairs!), and she earned her nickname of “Runway Roadkill” after a very Carrie moment (read on to get all the details!). She's beyond honored to be the DSW spokesperson for this book, that'll soon become your new BFF.

Do You Speak Shoe Lover? sparked from her idea, *just a thought*, that there are SO MANY Shoe Lovers out there with stories to tell. Hilarious, romantic, endearing, captivating, uplifting stories (we're insanely grateful to everyone who shared theirs, by the way). And really, who wouldn't want to hear them—to be a part of the fabulousness of it all? The bond of shoe love is a powerful thing and this book is living proof. So thank you for purchasing, thank you for reading, and thank you for being a Shoe Lover.





QUESTIONS? COMMENTS?

Just want to dish about beautiful shoes?

REACH OUT TO KELLY AND THE TEAM OF DEDICATED SHOE LOVERS AT
DOYOUSPEAKSHOELOVER@DSWINC.COM.



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FOREWORD

I've always loved shoes, and knew my whole life that shoe love was not just my passion alone. I spent the first few years of my professional life surrounding myself with fellow Shoe Lovers. Our shared obsession with this product prompted us to open a shoe store in 1969. We strongly believed that if we delivered great brands at great prices, the customers would come.

In those early years, we traveled around the world finding designers with high quality shoes, buying excess inventory wherever we could find it in order to deliver better brands to our customers. We knew Shoe Lovers would respond—and did they ever.

The building excitement for what we offered compelled us to rename our venture Designer Shoe Warehouse. It seemed like an obvious choice, as the store's underlying philosophy and the brand vision is to deliver designer shoes at warehouse prices.

I have to admit, traveling and finding great deals from amazing brands is one of the best parts about this business. For example, we were in Zurich when I fell in love with Bally shoes. We bought over 500,000 pairs to sell at a discount to our customers at DSW. I will always remember that day, because it was one of the times I knew our customers would love those shoes as much as I did.

We initially launched DSW in Ohio before making any significant geographic leap. We built a base in our hometown before expanding throughout the Midwest and Northeast. We positioned DSW as a discount retailer, reflecting our signature trait: providing great value to our customers.

As DSW gradually developed into a chain, our white and black striped color theme—most visible on the awnings in front of the company’s stores—became a familiar sight in many markets. However, it is our love and passion for shoes that continues to earn the loyalty of the customers we serve: our Shoe Lovers.

I love being in a DSW store and watching the joy shoes bring our customers. From one Shoe Lover to another—enjoy the following pages, dedicated to Shoe Lovers everywhere!

A handwritten signature in black ink that reads "Jay Schottenstein". The signature is written in a cursive, flowing style with a large initial "J".

Jay Schottenstein,
Shoe Lover & Chairman, DSW

INTRODUCTION

DO SHOES PLAY A CRITICAL ROLE IN YOUR LIFE?

What we wear on our feet can affect our mood in a way that almost nothing else does. There's nothing quite like slipping on a brand new pair of shoes; it does something that the right jeans, dress, or a haircut just cannot. Finding the perfect shoe is a quick and easy fix for whatever is ailing you. No matter how bad your day is going—whether you need to lose five pounds, haven't blow-dried your hair, or put on a bit of makeup—none of this seems to matter if you have the perfect shoes. They can make you forget just about everything else and focus, even for a brief moment, on how good your feet look.

The two words at the center of our business—Shoe Lover—describe DSW's customers and employees. DSW has acknowledged that it is OK to be a Shoe Lover each and every season! This book is not about the psychology of a Shoe Lover; instead, it's a celebration

of all things shoe love. It will embrace the Shoe Lover inside all of us, telling stories from fellow Shoe Lovers that will make you laugh, cry, or cringe, perhaps recognizing a little of yourself in them.

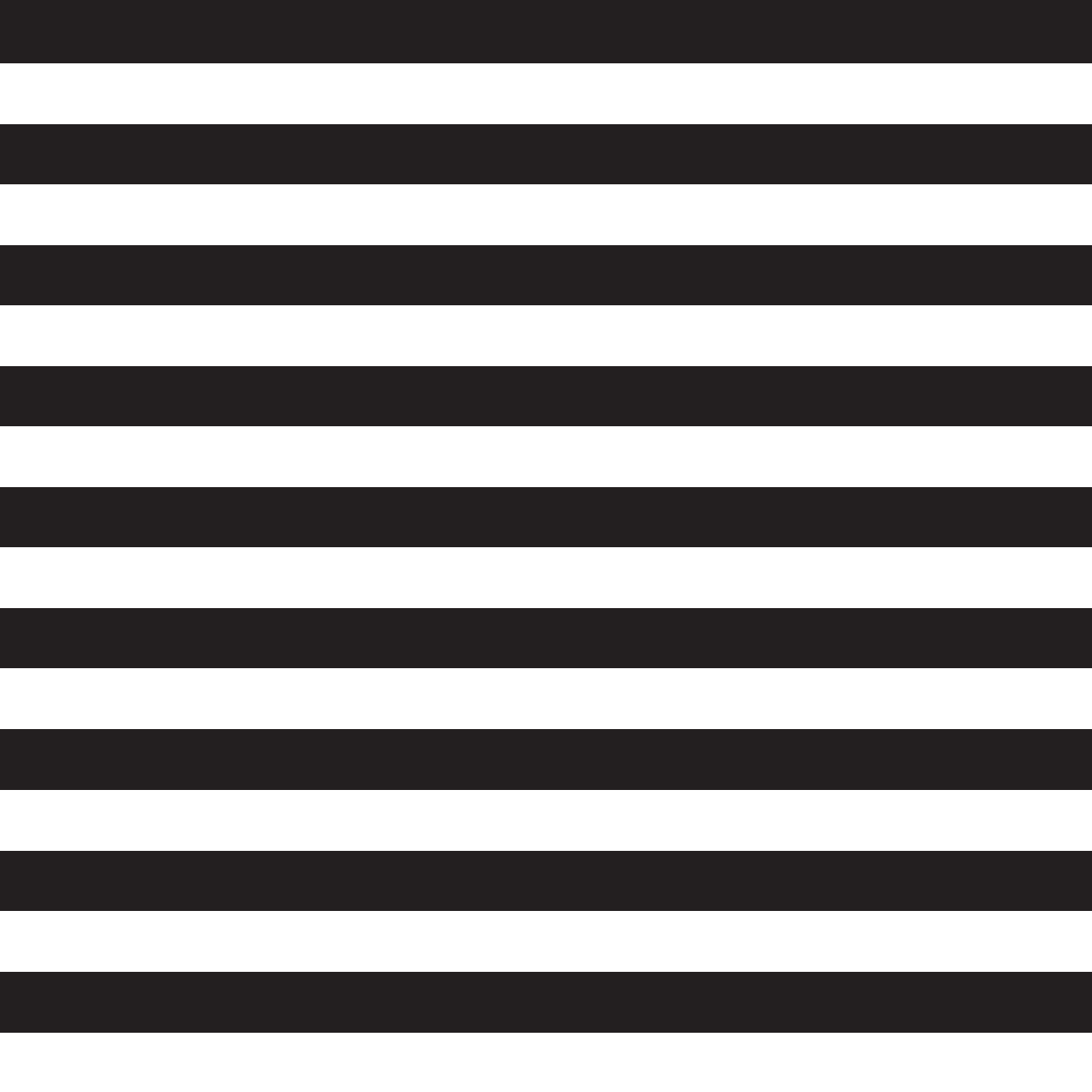
We will also give you practical tips from the always-stylish experts at DSW, to help you pick just the right shoe for every occasion in your life. From that important job interview to your wedding day and all those events in between, they will help guide you to the perfect shoe. The stylish experts at DSW (all self-proclaimed Shoe Lovers; you can't work there unless you are!) know how to provide the trends of the season at an irresistible value for all Shoe Lovers. They will take that talent and let us peek behind the curtain. Some will also share their own funny fashion emergencies—those rare moments that make us all cringe in recognition, since we all have them, don't we?

And this book won't just make all of us feel better about loving shoes—it will also tell us a little bit about the the brand that's striving to become America's Favorite Place for Shoes. They know that this is an impossible goal to achieve without the help of the 11,000 Shoe

Lovers employed across the country. DSW is aware of the bit of wisdom that every successful business embraces: our associates are what make the true difference. If you care deeply about your employees, they will care just as deeply about your customers.

DSW's Shoe Lover values percolate from their headquarters in Columbus, Ohio, into each of their retail locations (375 and climbing), website (dsw.com), their over 21 million Rewards members, and over 2 million fans on Facebook.

*In short, the
DSW customer
is loyal
and obsessed
with shoes!*



1

SHOE LOVE CHANGED MY LIFE

PERSONAL ACCOUNTS FROM THE
DSW FASHION-CRAZED FAITHFUL

SHOE STYLING

101

*Offset the toughness of these
ah-mazing studded flats with
something ultra feminine—
think full skirts or floral dresses.*



Miu Miu Metallic Leather Studded Flat

1

I MIGHT HAVE A PROBLEM

STORIES OF EPIC SHOE LOVE

“I was getting married on Valentine’s Day, so of course I had to have the perfect red shoe for my special day. I found them; they were absolutely THE SHOE, red satin heels with bows on the back. They only had a size 8 left, I squeezed my size 9½ feet into them, figuring I only had to wear them for the ceremony then I’d take them off. They looked awesome. I couldn’t feel my toes all night, but it was worth it!”

—Colleen Collins, Shoe Lover & Customer, Warwick, RI

Shoes equal love and emotion for many people and to buy someone shoes as a gift, or find that perfect shoe a friend has been hunting down all over town, is a way to show how much you love them! It’s probably pretty clear by this point that we are writing this book because we are self-proclaimed Shoe Lovers. We just LOVE all kinds of shoes and know that this feeling is universal. In fact, according to Marshal Cohen, Fashion Industry Expert at NPD Group, women in the US are the number one shoe addicts in the world, buying an average of seven to eight new pairs a year.

HOW FAR WOULD YOU GO
TO SAVE THE FAMILY BUSINESS?



Kinky Boots



“CHARLIE, I’D LIKE TO SHOW YOU THE MOST BEAUTIFUL THING IN THE WORLD. A LOT OF PEOPLE WOULD SAY...IT’S AN OAK TREE IN THE SPRING. OTHERS MIGHT SAY...IT’S A FIELD OF BEAUTIFUL FLOWERS. YOU KNOW WHAT I THINK IT IS, CHARLIE? IT’S. A. SHOE.”

From *Kinky Boots*. Words of wisdom from Charlie’s father before leaving him the family shoe business.

SO HOW DOES A SHOE LOVER COME TO BE?

Well, some certainly aren't born that way. Over time, they are exposed to people or situations that teach them to love shoes. Each and every shoe purchase in our closet builds on our love and obsession for shoes!

Sean Davis, a DSW Associate Content Management Specialist, thought he loved shoes before coming to work at DSW. He had no idea! Since working at DSW he has doubled the number of shoes he owns and gets dressed everyday starting with his shoes. His experience managing style content for dsw.com has helped him realize how important it is to have your own defined personal style.

At some point between the time we learned about the embarrassing riches of Imelda Marcos (the former first lady of the Philippines, who owned thousands of pairs of shoes), and our first meeting with Carrie Bradshaw, the Shoe Lover in all of us finally felt free to come out of the closet.

And did she ever! Carrie Bradshaw, Sarah Jessica Parker's character on *Sex and the City*, became synonymous with her extravagant obsession for shoes. Living in a small one-bedroom walkup in Manhattan, she notoriously and proudly spent all of her hard-earned money on ridiculously expensive shoes. Now there's a Shoe Lover to cheer for! Unlike Imelda, Carrie was completely self-made, self-

supporting (if barely), and completely obsessed with shoes. *Sex and the City*, which captured the zeitgeist of the modern-day single woman, originally ran from 1998–2004. There were ninety-four episodes in all, many of which were dedicated to Carrie’s shoe obsession.

***“I have this little substance abuse problem:
expensive footwear.”***

– Carrie Bradshaw

Carrie wasn’t ashamed in the least bit that she spent all her money on clothes and shoes. In fact, one of her best lines from the series still has to be: *“I like my money where I can see it, hanging in my closet.”* It wasn’t until she was a little bit older (and perhaps a little wiser) that Carrie found herself broke, realizing: *“I’ve spent \$40,000 on shoes and I have no place to live? I will literally be the old woman who lived in her shoes!”* This is one of the most memorable quotes that Carrie uttered—something she was forced to tell her friends when she found herself too broke to buy her apartment when it was going co-op. Carrie’s character allowed the Shoe Lover in all of us to come out into the open. There is a Carrie in all of us—and we no longer have to feel embarrassed to be a Shoe Lover.