

Famous Footwear Launches "Find Your Famous" brand Campaign Spotlights

Famous Footwear, one of the nation's largest family footwear retailers, today unveiled a major rebrand with the launch of the "Find Your Famous" integrated marketing campaign. The new brand platform celebrates

Ijesha, Osun Jul 26, 2024 ([IssueWire.com](https://www.issuewire.com)) - FAMOUS FOOTWEAR LAUNCHES "FIND YOUR FAMOUS" BRAND CAMPAIGN SPOTLIGHTS HOW THE RIGHT SHOES EMPOWER AUTHENTIC SELF-EXPRESSION

- LOUIS (May 31, 2024) – Famous Footwear, one of the nation's largest family footwear retailers, today unveiled a major rebrand with the launch of the "Find Your Famous" integrated marketing campaign. The new brand platform celebrates how a great pair of shoes can unlock confidence and self-expression while fueling individual passions and pursuits.

"At Famous Footwear, we believe shoes are more than just functional accessories – they're blank canvases for individuality that enable you to step into your most authentic, famous self," said Molly Adams, Chief Marketing Officer at Famous Footwear. "With our incredible selection and convenient shopping experience, we make it easy to find head-turning shoes that empower you quite literally to walk taller and proudly put your best foot forward."

The multi-million dollar "Find Your Famous" campaign spans nationwide TV, digital video, social media, out-of-home, and in-store activations. At the heart of the effort is a series of inspiring vignettes spotlighting diverse customers whose self-confidence and unique personalities are unleashed and amplified through the right pair of shoes. Each story demonstrates how Famous Footwear's extensive brand assortment has something for every style and passion, from fashionistas and athletes to artists and entrepreneurs.

"We want to move away from the clichéd idea of simply finding the 'perfect shoe' and instead invite customers to find shoes that make them feel unstoppable in their journey of self-expression," added Adams. "Our goal is to celebrate people's unique paths while positioning Famous Footwear as the ultimate destination for shoes that fuel individualism."

In addition to the inspirational creative, the campaign includes exclusive shoe collection launches, influencer partnerships, special in-store events and experiences, and a heavy emphasis on user-generated content.

The "Find Your Famous" brand relaunch is a key pillar of Famous Footwear's growth strategy which also includes an enhanced digital experience, data-driven customer loyalty initiatives, increased brand diversification, and further expansion of its nearly 900 store footprint and mobile truck fleet.

To explore Famous Footwear's extensive assortment and join the "Find Your Famous" movement, visit www.famousfootwear.com.

Contact us:

1-888-869-1053

<https://www.famousfootwear.com/>

About Famous Footwear

Famous Footwear is one of the nation's largest family footwear retailers offering athletic and casual shoes for the entire family from both national and exclusive brand partners. Headquartered in St. Louis, Famous Footwear operates nearly 900 stores across the U.S. and famousfootwear.com. For more information, visit Famous.com or follow the brand @FamousFootwear.

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