



Brown's SHOE FIT CO.
SHOPS

Classic = Dress/Fashion

Everyday = Casual/Sandals

Explore = Hiking/Outdoor

PERFORMANCE = ATHLETIC

TOUGH = WORK SHOES

Brown's is here for all of it.

Brown's provides an impressive variety of footwear to our customers, and we are ready for any goal or need they might have. We now want to put those goals and needs at the forefront of our marketing. We want our customers to know that we understand them, and in order to reach them on a more personal level, we have developed the **Brown's Shoe Fit Co. Shops**.

What are Brown's Shops?

Our shops are a marketing tool that allows us to showcase product through a Brown's lens. They act as a framing device to bring Brown's to the forefront of marketing campaigns, customer interactions, and buying decisions.

Brown's is not just a retailer. We are a collection of professional shoe experts. We do not just carry shoes, we curate and recommend them according to the customer's needs. To be featured in a Brown's Shop signifies quality design, excellent craftsmanship, and positive health effects in any shoe or brand.

Does a customer want to combat plantar fasciitis? Feel great for an interview? Climb a mountain? Our five shops are used to define a customer's goals and show that we care about them. When we show that attention and care, we answer the question, "Why should I shop with you?"

Every customer is different, and there is overlap between shops for flexibility and individual manager recommendation. Depending on the location of a store, and the needs of the customer, an *Everyday* shoe may be something we typically see in our *Performance* shop. Brands like Dansko make some shoes that could fit into the *Classic* shop, others for nurses and teachers that could fit into the *Tough* shop. As always, it's up to you to curate your store and recommend the absolute best shoe for your customer.

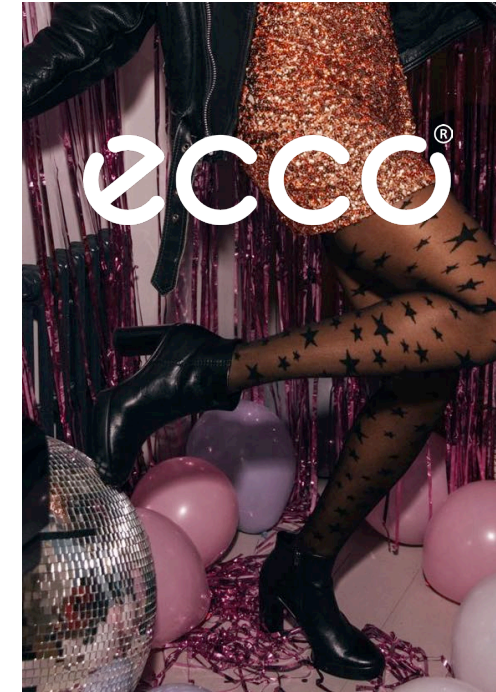
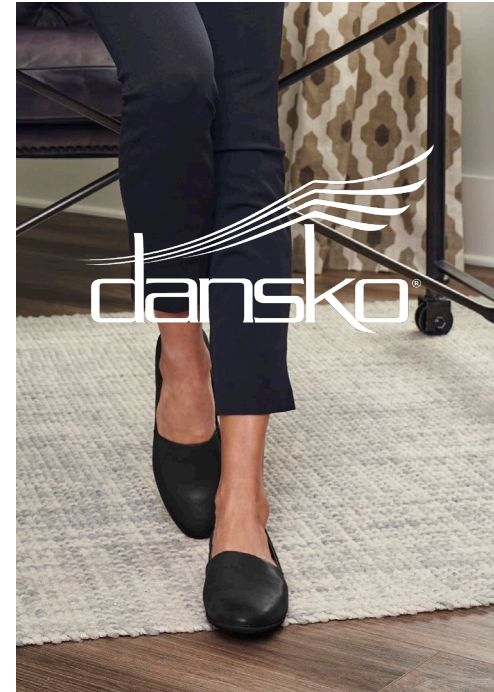
As a company made of trained shoe experts, we are here to provide the solution to any footwear problem, and offer the welcome setting of a modern shopping experience. The Brown's Shops are here to help us showcase that we care about our customers needs and serve them with purpose.

Classic



For the first impression

A collection that offers professional, polished style that doesn't sacrifice comfort. A Brown's *Classic* shoe embodies confidence and craftsmanship, often featuring impressive leatherwork and artisan construction. Featured *Classic* brands include but are not limited to:



Tagline

For the First Impression

Primary Fonts

- Chelsie Hilton
- Addington CF - Thin

Buzzwords

- Craftsmanship
- Luxury
- Confidence
- Presentation
- Professionalism

For stores that like to focus on fashion-forward, polished looks, perhaps you would like to cross-promote with a local boutique or event venue. Or, if there are local businesses with professional dress codes, that is another opportunity to reach out. Perhaps, offer a loyalty program for those employees or stop by with fitting options in the same way you'd reach out to a factory with workboots. The focus of this shop should be on craftsmanship, silhouette, possible outfit pairings and, as always, comfort.



Everyday

Feel like you

For the person who wants a casual shoe to last them all day long, the Brown's *Everyday* collection offers seamless, uncomplicated luxury. Featuring quality footbeds and a secure, comfortable fit, dress an *Everyday* shoe up or down. Trusted *Everyday* brands include:



Tagline

Feel like you

Primary Fonts

- Wild Mango
- Kinta

Buzzwords

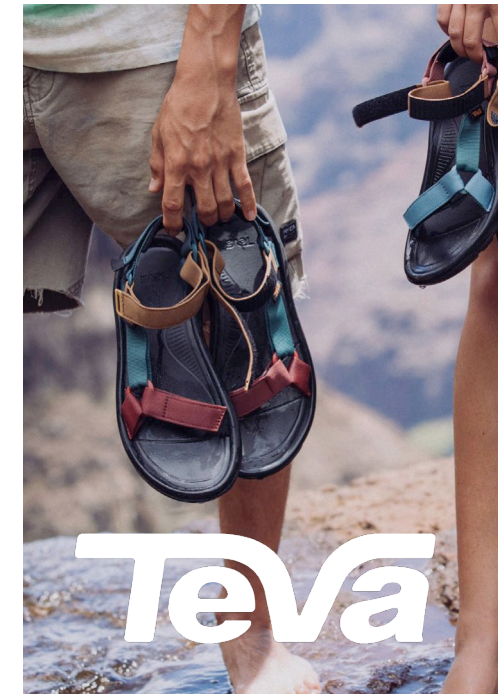
- Comfort
- All-day-wear
- Effortless
- Casual
- All time favorites

Our most versatile, far-reaching shop, featuring some of our biggest brands. For stores that have a focus on casual comfort, without a lot of bells and whistles. A lot of brands can fit under this particular umbrella, and there is some expected overlap with other shops. The *Everyday* shop can most easily embody our comfort-first messaging because it does not have to promote anything else — just comfort that's *with you every step*.

NEW HEIGHTS NEW SIGHTS

Explore

For the adventurer, the trailblazer, the great-view-chaser, the Brown's *Explore* collection is a breath of fresh air. The outdoor brands presented by Brown's feature the best in hardy soles, ankle support, and stability. Feel secure in shoes from any of our *Explore* brands, including:



Tagline

New Heights, New Sights

Primary Fonts

- Ernest & Emily Regular
- Clarika Pro Geometric Bold

Buzzwords

- Adventure
- Fresh Air
- Thick Soles
- New Experiences

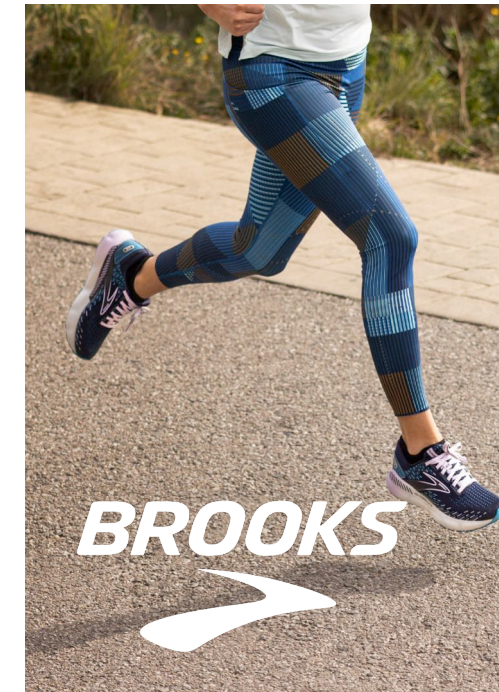
For those stores near scenic places, natural wonders, state and national parks, or just those with a local trail. This shop needs to focus on durability, technical specs, green impact, and where the customer is going. There are plenty of opportunities for cross-promotion and sponsorship with trail events, hotels/tourism, green initiatives, park rangers, etc. There is some brand overlap with *Tough and Performance*.

PERFORMANCE

NO THRESHOLDS



Built for your new personal best, the Brown's *Performance* collection keeps pace with your goals. With a focus on the latest in running and walking technology, *Performance* shoes will stay with you for every mile. Featuring (but not limited to) the following brands:



Tagline

No Thresholds

Primary Fonts

- Hyperwave 1
- Clarika Pro Geometric Medium Italic

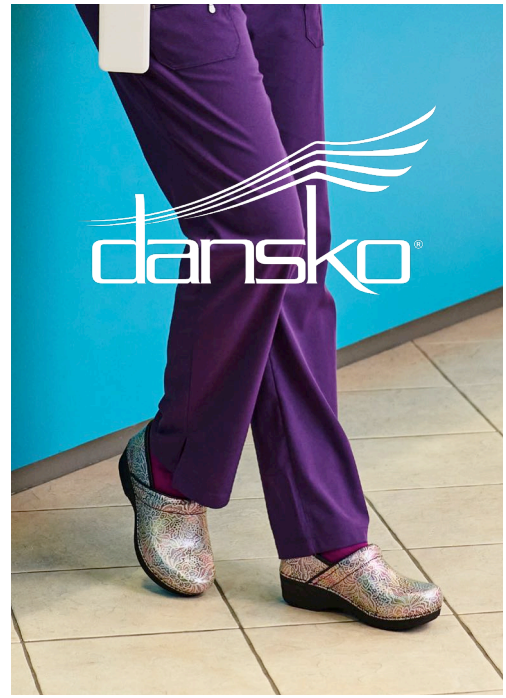
Buzzwords

- Motivation
- Self-Improvement
- Light Weight
- Flexible Support

For stores with an athletic lean, or just a wall filled with running and walking shoes. Focusing on technology, specs & build of a shoe, and personal goals for runners is critical. Opportunities for cross-promotion and sponsorship with local marathons, trail races, relay-for-life and other fundraisers, hospitals, gyms, etc. A very versatile shop with a lot of applications for the shoes. There is some overlap with *Everyday*, *Tough*, and *Explore*.



Brown's *Tough* collection works as hard as you do. Whether you're at the jobsite on the muddiest day of the year, or providing vital care to those who need it most, *Tough* styles stick with you through it all. Some featured brands include, but are not limited to:



Tagline

Protection & Comfort

Primary Fonts

- Boston Skyline Sans Rough
- Boston Skyline Sans Clean

Buzzwords

- Hard Work
- Dedication
- Strength

We automatically think of stores near factories and construction companies, but this shop can be an important part of any community. Hospitals, schools, restaurants, clinics, and small businesses all have people who would benefit from this shop. The focus of this shop should be on sturdy construction, protection benefits, and how these shoes can help the customer accomplish their work. There is some overlap with *Performance* and *Explore*.

In the Store

Branding inside a store is just as important as branding outside. Displaying some shoes by shop can help communicate our expertise and place a customer's goals at the forefront of the shopping experience we provide.



12 x 18 in
Foam Core
Slat Wall Signs



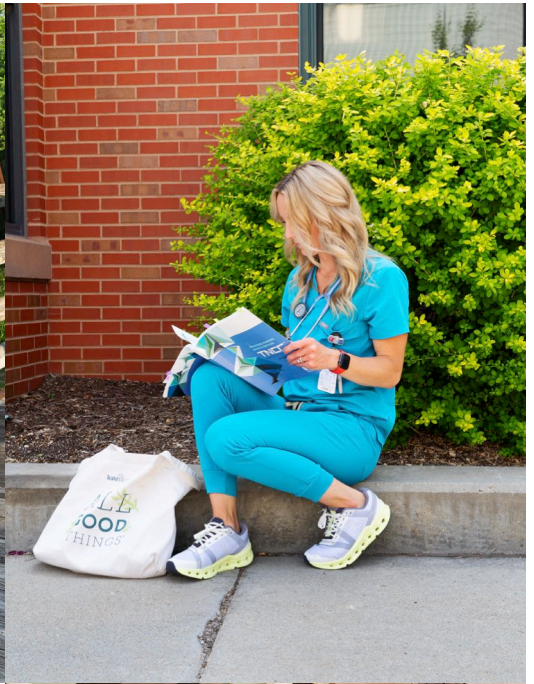
8.5 x 11 in Holder Signs



14 x 21 in Foam Core Slat Wall Signs



There are many options for shops-based marketing in the store. Table signs and slat wall signs with lifestyle images and Brown's branding elements can tie a display together. They can also create a singular atmosphere and a more memorable experience for the customer.



With you every step