



Designer Shoe Warehouse (DSW) Taps Comedian Heather McMahan to Star in New Shoemergency™ Spring/Summer Campaign, Bringing Humor and Style to Everyday Fashion Crises

The episodic series follows Heather McMahan as DSW's "Field Specialist," rescuing customers from real-life shoe dilemmas across the brand's social and digital platforms beginning April 30

FOR IMMEDIATE RELEASE, Columbus, Ohio—Off of the success of its first collaboration in fall 2025, DSW is again partnering with actress and comedian, Heather McMahan to bring to life it's Shoemergency™ campaign.

Inspired by life's fashion curveballs, the campaign leans into the trend of entertainment-focused, episodic storytelling to establish a cultural moment for the DSW brand. By positioning McMahan as the central figure, the goal is to drive brand awareness and relevance, while creating cross-platform momentum, positioning DSW as the ultimate rescue for any shoe-related crises.

The campaign will follow the comedian as she leads customers through common shoe-related emergencies. Promoted from "Store Associate" in Season 1 to "Field Specialist", McMahan is now tasked with solving the shoe-emergencies of DSW customers. From being overdressed to underdressed and every predicament in between, McMahan saves the day with humor, heart, and the perfect pair of shoes.

"When a heel breaks or the forecast changes for the worst, a little laughter and a brand-new pair of shoes can solve any Shoemergency™ that comes your way," says Kelly Ballou, VP Marketing Strategy and Creative North America, DSW. "Heather McMahan has been a fantastic partner for DSW. She is a personality that our customers both love and find very relatable. Her hilarious commentary and outlook on life, fashion and being a woman is infectious, and she is the embodiment of our self-stylist consumer."

DSW's Shoemergency™ campaign is an extension of the brand's Let Us Surprise You repositioning, launched in September. Shoemergency™ reinforces DSW's commitment to meeting customers wherever they are, delivering style, convenience, and confidence in moments that matter most. The campaign will highlight brand services like same-day delivery, in-store pick-up, as well as reinforce its authority as a footwear retailer by providing a diverse and vast product assortment from shoes and accessories for women, men and full-family. DSW recently launched partnerships with same-day delivery platforms including DoorDash, Uber Eats and soon with Shipt making same-day delivery accessible anywhere.

[Series Trailer](#) and [Episode 1](#) are linked here!

DSW Designer Shoe Warehouse

In May, DSW will kick off a multi-city tour to solve shoemergencies across the U.S. The mobile pop-up will kick off in Los Angeles on May 1 and make its way to Dallas, Nashville, and Philadelphia, and will wrap up in New York City at Union Square. Visitors to the pop-up will be encouraged to solve a Shoemergency™ to win gift cards, exclusive merch, and prizes, as well as create their own personalized Shoemergency kit. The schedule for these pop ups is:

•**Los Angeles - Saturday, 5/2/26**

- Brig Parking lot at Abbot Kinney Blvd & Palms Blvd, Venice, CA
- 11AM – 6PM

•**Dallas - Saturday, 5/09/26**

- Prestonwood Town Center Parking Lot
- 11AM–6PM

•**Nashville - Friday, 5/15/26**

- Parking lot at Laurel St & 11thAve S, The Gulch
- 11AM – 5PM

•**New York City - Friday, 5/22/26**

- Union Square Broadway Plaza
- 10AM – 4PM

•**Philadelphia - Saturday, 5/23/26**

- Parking Lot at Valley Square
- 11AM– 6PM

The Heather McMahan Shoemergency™ campaign was shot in Los Angeles, and at DSW's Woodland Hills, CA, store. It was created in partnership with the LA-based creative video production team, LaGuardia Brothers. DSW's Shoemergency™ campaign launches on April 30th, 2026, with content rolling out across all DSW digital platforms, stores and social media channels, including Instagram, TikTok, and YouTube through summer.

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ABOUT DSW DESIGNER SHOE WAREHOUSE

Founded in 1991, DSW Designer Shoe Warehouse is a leading branded footwear and accessories retailer offering a wide selection of dress, casual and athletic footwear and accessories for women, men and kids. DSW believes shoe shopping should be easy and fun, and the joy of discovering something surprising on its shelves helps people find something surprising in themselves. DSW operates approximately 525 stores in the U.S. and Canada and offers shoppers an award-winning omnichannel shopping experience. DSW is the flagship retail brand of Designer Brands Inc., one of North America's largest designers, producers and retailers of footwear and accessories. For more information, visit www.dsw.com.