



DSW Takes Major Steps Through Repositioning to Better Align With Today's Consumer
Retailer makes creative changes across branding, marketing and retail to garner new customers and retain existing ones

FOR IMMEDIATE RELEASE, Columbus, OH – Leading branded footwear and accessories retailer **Designer Shoe Warehouse (DSW)** is stepping into a bold new era with a complete brand repositioning centered around its new tagline, **“Let Us Surprise You.”** Launching September 2nd, 2025, the refresh signals a significant evolution for the brand, one that reimagines both the in-store and digital customer experience and reasserts DSW’s relevance in the rapidly changing retail landscape.

“Consumers told us they love the sense of discovery they get while shopping in our stores. It’s all about the moment they find something they weren’t expecting, and the joy that sparks within them,” said Laura Davis, President of DSW. “This repositioning is to remind the public that we’re not just a retailer that sells shoes and accessories, but a brand that helps you explore who you are.”

As physical retail continues to evolve in a post-pandemic world, DSW is betting big on experiential innovation and the emotional core of shopping. Following a robust brand audit and consumer insight studies conducted in partnership with Los Angeles-based creative agency Crispin, DSW found a powerful behavioral shift in modern consumers. While clothing often conforms to context, footwear is a space for emotional expression and playful experimentation, so DSW set out to better reflect this new finding.

“DSW had become a transactional place for consumers and we wanted to change that,” says Kelly Ballou, Vice President, Brand Strategy & Creative at DSW. “This repositioning is led by consumer insights and the results have been consumer verified. The objective is to purposefully invite consumers into our process to ensure they see themselves in every aspect of the shoe shopping experience at DSW.”

In this light, shoes become more than an accessory; they’re a medium for self-discovery. DSW is now moving forward with a refreshed brand platform that celebrates the surprise and joy of individuality while retaining its core identity of being a retailer of convenience, offering fair prices on top brands.

The new brand tagline, “Let Us Surprise You,” captures the essence of this insight, redefining DSW not just as a place to shop but as an arena for fun. The platform comes to life through a visually vibrant campaign featuring individuals styled to highlight their personalities through footwear. Campaign creative will roll out across CTV, social media, in-store signage, and DSW.com, supported by an energetic new brand commercial, featuring Sydney Moss, a former dancer from Taylor Swift’s Eras Tour. DSW is also partnering with comedian Heather McMahan to roll out a special social content series to amp up excitement and drive engagement and



excitement for the repositioning as well as a brand new logo, designed to reflect the optimism, motion, and modernity of the DSW customer.

To showcase the new brand identity in action, DSW has completely reimagined its Framingham, MA store, transforming it into a test site for the future of footwear retail. The new design now features AI-enabled mirrors to help shoppers visualize shoes with different outfits, a dedicated try-on area to encourage exploration, a customization corner to encourage individuality, and immersive brand visuals tied to the “Let Us Surprise You” ethos throughout the space.

The DSW merchant team has also realigned its product strategy to reflect shifting market preferences, and made enhancements by onboarding fresh, buzzworthy brands including Blundstone, Bombas, Frye & Co., and Goodr. Merchants are now placing a sharper focus on emerging trends in real time including court sneakers, cowboy boots, and kitten heels, categories that are outperforming in the fashion footwear segment.

In a time where traditional retail is increasingly pressured by the shift to digital and ever changing consumer expectations, DSW’s repositioning serves as a case study in how legacy brands can stay culturally relevant by reconnecting with the emotional truths of their audience. With this bold rebrand, DSW is staking a claim: the future of footwear is personal, playful, and full of surprises.

Links to new brand assets, like [new logo](#) and [campaign imagery](#)

Link to new CTV spot [LINKED HERE](#)

Links to out of house rebranding [LINKED HERE](#)

Link to instore images from Framingham [LINKED HERE](#)

###

Press Contact:

Henry Kessler | henry@agencypr.com, 212.924.2276

Conner Wynn | conner@agencypr.com, 212.924.2276

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.