



DSW Kicks Off Fall with “Trend. Set. Go.”

Footwear retailer highlights seasonal styles and trusted brands across women's and men's footwear

COLUMBUS, Ohio, Sept. 8, 2026—DSW is launching its fall 2026 “Trend. Set. Go.” campaign, helping customers discover seasonal footwear and accessories that fit their personal style, everyday needs and budgets. Customers can shop the campaign at DSW stores and DSW.com. The campaign features fall trends across women's and men's categories, from tall boots and loafers to retro sneakers and updated classics.

Rather than prescribing one way to wear fall 2026 looks, DSW offers customers plenty of ways to make them their own. DSW's fall assortment brings together statement styles, everyday essentials, trusted brands and compelling value.

What women's footwear and accessories are featured for fall 2026?

DSW's women's fall 2026 assortment features rich shades of brown, including chocolate, espresso and camel, as an alternative to black as a go-to neutral. The brown color palette extends across boots, flats, handbags and other accessories, making tonal dressing easy to try.

Tall boots are back in focus for fall 2026, with knee-high and over-the-knee silhouettes bringing a polished finish to fall wardrobes. The Frye & Co. Miranda Patchwork Boot updates a classic shape with rich textures and distinctive detailing.

Loafers continue to stand out as versatile, menswear-inspired flats that pair easily with denim or tailoring.

Retro sneakers draw from 1970s court and running styles, with heritage-inspired colorways and streamlined silhouettes. New Balance remains a key brand in DSW's retro sneaker category. Ballet-inspired sneakers also continue to evolve. The adidas Barreda Mary Jane Sneaker returns in new colorways for fall 2026, blending an athletic profile with Mary Jane details.

Animal prints bring personality to fall footwear and accessories. Leopard works as a bold neutral across boots, flats, sneakers and handbags, while zebra and deer-inspired patterns offer additional ways to wear animal prints. Steve Madden brings the animal-print trend into everyday rotation with options designed to pair easily with fall wardrobes.

UGG returns as a fall 2026 favorite with signature comfort, platform soles, mini heights and updated silhouettes for a range of ages and personal styles.



What men's footwear is featured for fall 2026?

DSW's men's footwear assortment for fall 2026 centers on versatile styles, comfortable construction and refined details. Premium materials, tonal color palettes and sport-inspired finishes move easily between casual settings, workdays and weekends.

Men's fall 2026 boots combine durable construction with lug soles, rich leathers and adaptable silhouettes. DSW's featured men's brands, including Timberland, adidas, Nike, Birkenstock, Cole Haan and Florsheim, offer options for work, weekends and everyday wear.

Where can customers shop the fall 2026 "Trend. Set. Go." assortment?

Customers can explore the fall 2026 "Trend. Set. Go." assortment at all DSW stores and DSW.com.



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 523 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.