Designer Shoe Warehouse (DSW) Launches Its Studio DSW Creator Community

Footwear and Accessories Retailer Debuts New Advocacy Program

COLUMBUS, Ohio — Leading footwear and accessories retailer **Designer Shoe Warehouse (DSW)** is launching its first creator advocacy program—**Studio DSW**. The program is a community of creators and shoe lovers who inspire others by showing up authentically, both on their feeds and in their everyday lives. Studio DSW—the only creator community dedicated to just shoes—rewards creators for sharing their authentic love of the DSW brand through curated social content and their personalized storefronts featuring the best brands and latest seasonal trends.

With most consumers still being inspired to purchase or discover brands through influencers, DSW built the platform to drive reach, relevance and gain new customers through an individualized lens.

Studio DSW allows creators to do what they do best while gaining perks along the way. The platform is built on three components—create, earn and share. Create content via challenges built around what they already love; Earn points, climb the tiers and unlock rewards along the way; Share unique offers and promotions with their followers.

“We built Studio DSW for the people already tagging us in their hauls, their try-ons, and their love of shoes,” said Kelly Ballou, Vice President of Brand & Creative at DSW. “Now, through the program, we can support them with free shoes, early access, commission, and a direct line to the team.”

Once accepted, Studio DSW members are immediately offered challenges to start earning points and climbing the program’s tiers from “Stylist “all the way up to “Creative Director.” Every tier a creator reaches, unlocks new rewards, access, commission percentage increases and experiences. The more they show up, the more DSW will offer in return.

“This community will significantly scale DSW’s influencer program and highlight those who style themselves, for themselves. You're not just an influencer to us. You're a trusted self-stylist,” Ballou added.

Interested participants who are based in the United States, have 1,000 or more followers on Instagram or TikTok, and are over age 18 can apply for the program at https://www.dsw.com/studiodsw.

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Press Contact:
Henry Kessler | henry@agentrypr.com, 212.924.2276
Conner Wynn l conner@agentrypr.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.