DSW TRANSFORMS INTO DESIGNER SHOE WONDERLAND FOR THE HOLIDAY SEASON

DSW holiday assortment includes gift-ready footwear, accessories and seasonal favorites from trusted brands.

COLUMBUS, Ohio | October 18, 2026 — This holiday season, DSW is transforming stores and digital channels into Designer Shoe Wonderland, a festive holiday destination where *Good Things Come in Shoe Boxes*. Inspired by the growing demand for thoughtful gifting, the campaign features trusted brands, cozy comforts, celebration-ready styles, and everyday essentials designed to help shoppers find the perfect gift for everyone on their list. From iconic brands like UGG, Bombas, Birkenstock, adidas, Nike, New Balance, Timberland, Frye & Co., and more to holiday party footwear, winter-ready favorites, and elevated stocking stuffers, DSW is delivering festive inspiration and compelling value all season long, making it a go-to destination for holiday gifting.

Celebration-Ready Styles: At DSW, Embellished heels, bows details, metallic finishes, and rich jewel tones are transforming occasion footwear into the focal point of holiday dressing. Dress boots and elevated booties are versatile styles that transition seamlessly from office celebrations to evening events, proving that the best party shoes are the ones they'll wear long after the season ends.

Cold-Weather Gifting: Versatile winter footwear remains a standout gifting category. Comfort and wearability continue to define holiday gifting, with iconic brands like UGG and Bombas leading wish lists across generations. Cold-weather favorites from brands like Hunter and Sorel are proving that durability, functionality and style no longer have to compete.

Sneakers: Sneakers offer an easy gifting option across age groups and personal styles. Iconic brands including Adidas, Nike, New Balance, Converse, and Puma remain trusted gifting choices, while recognizable styles like the Adidas Samba Indoor and New Balance 327 are seasonal must-haves.

Gifts for Him: For men, comfort remains one of the strongest gifting drivers this holiday season. Cozy slippers, clogs, and casual footwear continue to top wish lists, while trusted brands such as Adidas, Nike, and Timberland offer reliable gifting solutions for him.

Gifts Beyond Footwear: DSW is making holiday gifting easier than ever with a curated assortment of elevated stocking stuffers, cozy accessories, and giftable extras. From premium socks and winter accessories to candles, sunglasses, and other thoughtful finds, DSW is helping shoppers check everyone off their list. These affordable and giftable items reinforce DSW as a convenient destination for thoughtful last-minute gifting.

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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 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.