

SNEAKER WEEK 2021

DSW[®]



PRIORITY 1: SNEAKER WEEK

NEW NEW NEW. Amazing Sneaker Brands. Integration of affiliates.

- Name & lockup
- 12.25 Launch Email
- 12.25 Launch Site
- 12.26 Retro Email
- 12.26Retro Site
- Paid Media Story (frames)

SNEAKER WEEK: 12. 25 LAUNCH EMAIL

SL: NEW SNEAKERS (!) NEW SNEAKERS (!) NEW SNEAKERS (!)
PL: adidas, New Balance, Converse, Reebok, Brooks, Gola, Keds, Asics, PUMA...

DSW

DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

WOMEN

MEN

KIDS

BRANDS

CLEARANCE

SNEAKER WEEK

ALL NEW SNEAKERS. ALL WEEK LONG.

Quick, get 'em while they're NEW.



SHOP MEN'S SNEAKERS >>

Gola®



SHOP GOLA >>

adidas

EVEN MORE NEW SNEAKERS

As seen on Former Pro Football Player & TV personality

SHOP ADIDAS >>



SHOP BROOKS >>

SNEAKERS IRL

Actual footage of sneakers making outfits (and Instagram feeds) better.

FOR THE GYM



@pinterestingplans mixes bold sneakers with neutrals

SHOP RUNNING SHOES >>

FOR LUNCH DATES



@lifetailed getting everyday sneakers right

SHOP COURT SNEAKERS >>

SHOP ALL THE SNEAKERS

IT'S A SNEAKER TAKEOVER, PEOPLE.

DSW VIP Become a VIP (For Free)
Get perks like free shipping and 5% back in Rewards.

SANDALS UNDER \$40
Valid through 6/11.

GET 25% OFF KOOLABURRA BY UGG
Priced as marked. Valid through 6/9.

FREE SHIPPING FOR VIPs
Not a VIP? Get free shipping on orders \$50+



SNEAKER WEEK

ALL NEW SNEAKERS. ALL WEEK LONG.

SHOP WOMEN'S SNEAKERS

SHOP MEN'S SNEAKERS

SHOP KIDS' SNEAKERS

JUST IN: NEW SNEAKERS FROM TOP BRANDS



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X

JUST IN: NEW SNEAKERS FROM TOP BRANDS



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X

NEED-RIGHT-NOW SNEAKERS

This is a must-wear-immediately situation.

[SHOP WOMEN'S SNEAKERS](#)



NEED-RIGHT-NOW SNEAKERS

This is a must-wear-immediately situation.

[SHOP WOMEN'S SNEAKERS](#)

EVEN MORE NEW SNEAKERS

As seen on Former Pro Football Player & TV Personality Eric Decker.

[SHOP MENS SNEAKERS](#)



EVEN MORE NEW SNEAKERS

As seen on Former Pro Football Player & TV Personality Eric Decker.

[SHOP MENS SNEAKERS](#)

WANT FREE SHIPPING?

Easy. Become a VIP, and get free shipping on anything, 5% back in Rewards, and tons of perks.

[JOIN FOR FREE](#)

DSW VIP

WANT FREE SHIPPING?

Easy. Become a VIP, and get free shipping on anything, 5% back in Rewards, and tons of perks.

[JOIN FOR FREE](#)

SL: All NEW sneakers. All week long.

PL: The newness continues for 7 more days...

12.25	DSW DESIGNER SHOE WAREHOUSE®	12.31
HI, [FIRST NAME] VIP STATUS: [TIER] SPEND \$XX TO GET YOUR NEXT REWARD		
WOMEN	MEN	KIDS
BRANDS		CLEARANCE

SNEAKER WEEK

ALL NEW SNEAKERS. ALL WEEK LONG.

JUST DROPPED: RETRO SNEAKERS

Sometimes you've gotta throw it back to keep it fresh.



SHOP NEW BALANCE >>



New Balance is over here bringing 1970s vibes into your 2022 look.



OH LOOK, SUPER-NEW SNEAKERS

So new, @handle is basically ahead of her time...



SHOP GOLA >>

Meet Gola: your go-to brand for vintage-cool sneakers.

IT'S A SNEAKER TAKEOVER, PEOPLE.

Become a VIP (For Free) SANDALS UNDER \$40 GET 25% OFF KOOLABURRA BY UGG FREE SHIPPING FOR VIPs

SNEAKER WEEK ALL NEW SNEAKERS. ALL WEEK LONG. SHOP WOMEN'S SNEAKERS SHOP MEN'S SNEAKERS SHOP KIDS' SNEAKERS

DSW NEW ARRIVALS SHOES HANDBAGS APPAREL ACC

SNEAKER WEEK ALL NEW SNEAKERS. ALL WEEK LONG. SHOP WOMEN'S SNEAKERS SHOP MEN'S SNEAKERS SHOP KIDS' SNEAKERS

JUST DROPPED: RETRO SNEAKERS New old-school-style sneakers from Gola and New Balance. Because sometimes you've gotta throw it back to keep it fresh. SHOP GOLA SHOP NEW BALANCE

JUST DROPPED: RETRO SNEAKERS New old-school-style sneakers from Gola and New Balance. Because sometimes you've gotta throw it back to keep it fresh. SHOP GOLA SHOP NEW BALANCE OTHER RETRO-THROWBACK SNEAKERS GOLA NEW BALANCE ADIDAS REEBOK

MORE SNEAKER NOSTALGIA FOR YOU GOLA NEW BALANCE ADIDAS REEBOK

NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

NEED-RIGHT-NOW SNEAKERS This is a must-wear-immediately situation. SHOP WOMEN'S SNEAKERS

NEED-RIGHT-NOW SNEAKERS This must-wear-immediately situation. SHOP WOMEN'S SNEAKERS



EVEN MORE NEW SNEAKERS As seen on Former Pro Football Player & TV Personality Eric Decker. SHOP MEN'S SNEAKERS

EVEN MORE NEW SNEAKERS As seen on Former Pro Football Player & TV Personality Eric Decker. SHOP MENS SNEAKERS

DSW VIP WANT FREE SHIPPING? Easy. Become a VIP, and get free shipping on anything, 5% back in Rewards, and tons of perks. JOIN FOR FREE

SNEAKER WEEK: 12.30 EMAIL

SL: 3 more days of NEW sneakers 🐣🐣🐣

PL: See what's new today...

12.25

DSW
DESIGNER SHOE WAREHOUSE®

12.31

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

WOMEN

MEN

KIDS

BRANDS

CLEARANCE

SNEAKER WEEK

ALL NEW SNEAKERS. ALL WEEK LONG.

BRING ON THE NEWNESS, REEBOK

Fresh colors. Bold designs. Instant style upgrade.

Reebok



SPOTTED: NEW BRIGHT-YELLOW REEBOK SNEAKERS

Is it just us, or do @jenkhawkins's sneakers put you in a better mood?



SHOP WOMEN'S REEBOK

SHOP MEN'S REEBOK

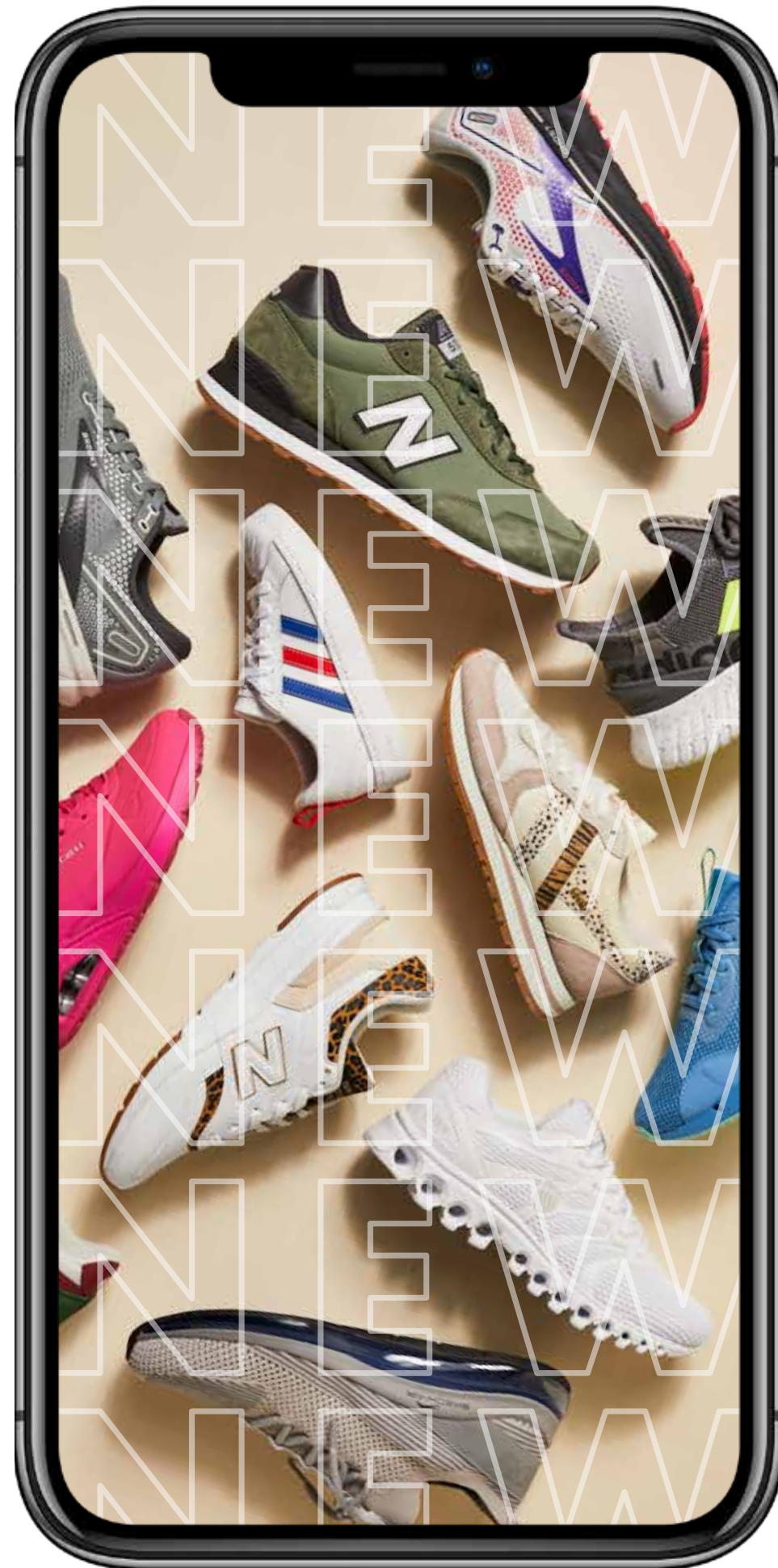
SHOP ALL THE SNEAKERS

PAID- STORIES V1



ANIMATION: Affiliate lock up swiping right or left with brand logos.

PAID- STORIES V2



ANIMATION: Sneakers in the background scrolling up. Showing all the sneakers.

PAID- STORIES V3



ANIMATION: Retro Sneakers with big logos scrolling to the left.



WINTER 2022

DSW[®]



PRIORITY 2: WINTER LOOK & FEEL

DSW HAS THE SNEAKERS

- 1.2 Email Launch
- Always-on ticker for Email
 - 1.2 Site Launch
 - Tech Integration Email
- Paid Media- IG Stories
 - Video- Caleb



**WINTER
GRAPHIC ELEMENTS**

REPETITION REPETITION REPETITION

SNEAKER FOCUSED

BLOCKED TYPOGRAPHY

FATTY STRIPES

SCALE

**WINTER
COPY ELEMENTS**

REPETITION REPETITION REPETITION

SNEAKER FOCUSED

FOMO! ASSORTMENT! INSPO!

FUNNY, EDUCATIONAL, POSITIVE



DSW HAS THE SNEAKERS



DSW HAS THE SNEAKERS

FOR MAKING YOUR BEST MOVES...AND YOUR WHOLE LOOK





DSW HAS THE SNEAKERS

GREAT STYLES. BEST BRANDS. NO HASSLE.





DSW HAS THE SNEAKERS



IF YOU'RE REALLY GOING PLACES





DSW HAS THE SNEAKERS

FOR YOUR INNER ROCK STAR



A man and a woman are running on a track. The man is on the left, wearing a dark camouflage jacket, green pants, and grey sneakers. The woman is on the right, wearing a bright yellow long-sleeved top, blue and black patterned leggings, a pink headband, and white sneakers with purple accents. The background is a plain, light-colored wall.

DSW HAS THE SNEAKERS

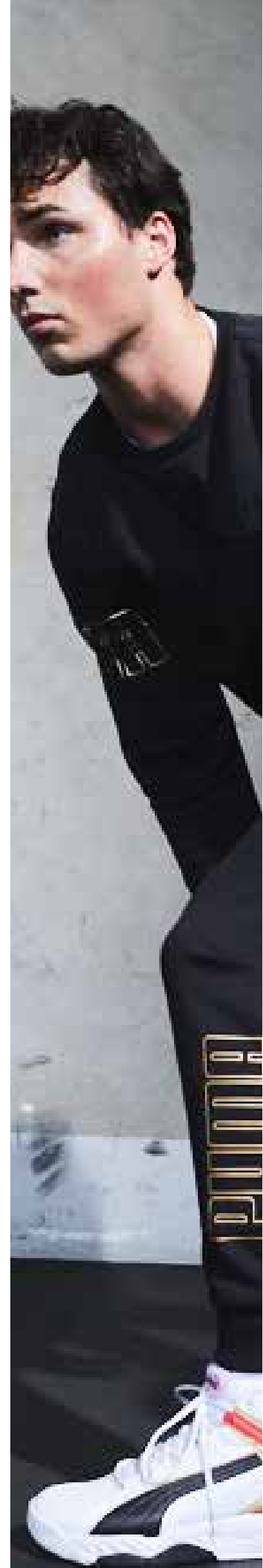
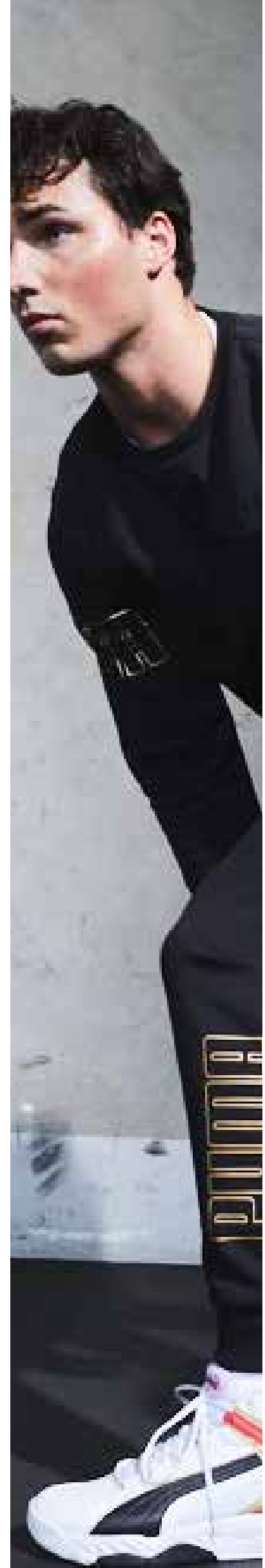


**DSW HAS THE
NEXT-LEVEL
SNEAKERS**



DSW HAS THE SNEAKERS

FOR FACING YOUR COMPETITION



WINTER: LAUNCH EMAIL

SL: ATTN: DSW has the sneakers.
PL: In case you didn't already know.

DSW
DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

DSW HAS THE SNEAKERS



TO GIVE YOU ALLLL THE STYLE INSPO

COMPLIMENT-WORTHY SNEAKERS



DSW HAS THE SNEAKERS

FOR MAKING YOUR BEST MOVES



GOAL-CRUSHING SNEAKERS



THAT JUST WANNA HAVE FUN

GOOD-TIMES-ONLY SNEAKERS

SNEAKERS
SNEAKERS
SNEAKERS



MORE SNEAKERS, PLEASE

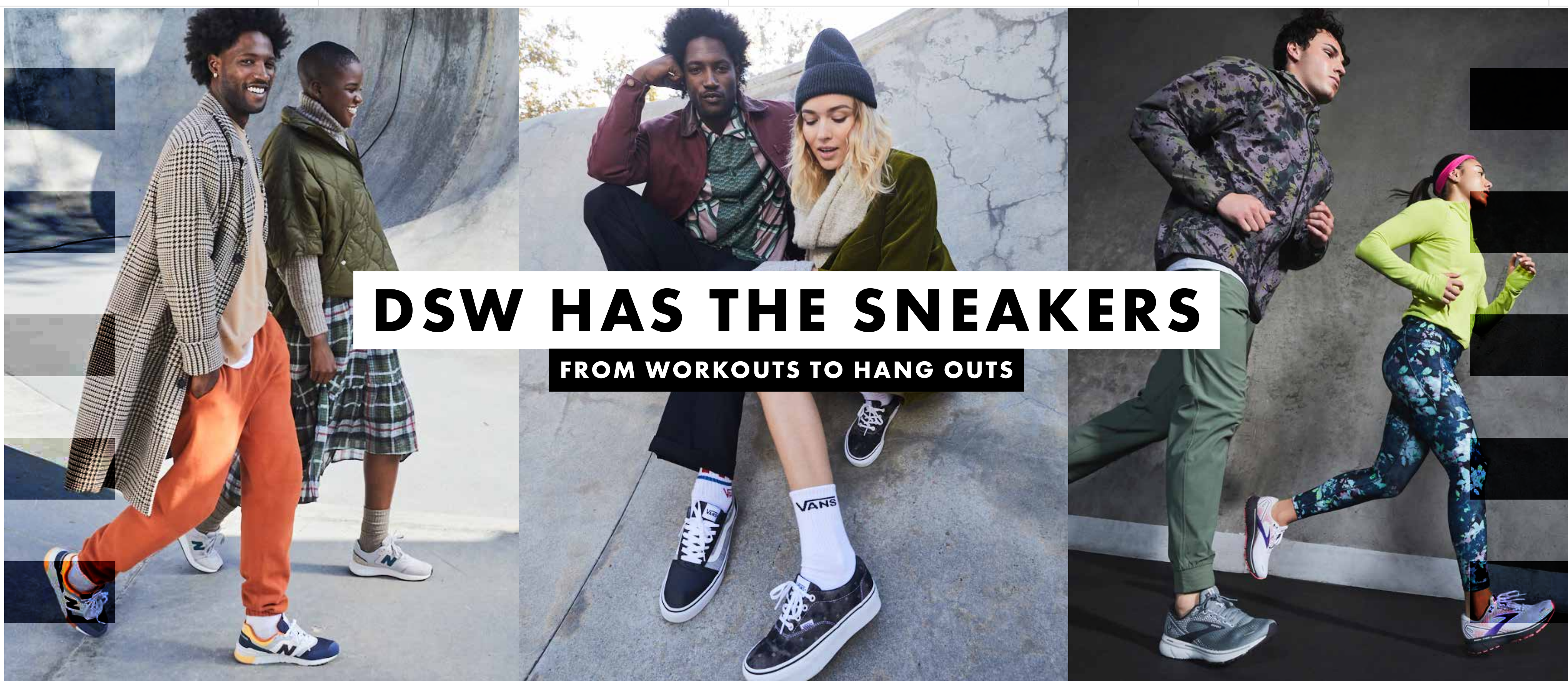
DSW HAS THE SNEAKERS

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DSW HAS THE SNEAKERS

FROM WORKOUTS TO HANG OUTS

- WOMEN'S
- MEN'S
- KIDS'

Message and quis crediti et brachium Domini cui Message and quis crediti et brachium Domini cui rev...



- SHOP WOMEN'S SNEAKERS
- SHOP MEN'S SNEAKERS
- SHOP KIDS' SNEAKERS



The Singer-Songwriter and TV Personality is here with sneaker style tips (and her top picks) all season.

MORE SNEAKER INSPO FROM JESSIE

SHOP JESSIE JAMES DECKER'S PICKS

- DOLCE VITA Helix Boot
- DOLCE VITA Helix Boot
- DOLCE VITA Helix Boot
- DOLCE VITA Helix Boot



JESSIE JAMES DECKER SNEAKERS

WITH DSW

The Singer-Songwriter and TV Personality is here with sneaker style tips (and her top picks) all season. MORE SNEAKER INSPO FROM JESSIE

SHOP JESSIE JAMES DECKER'S PICKS

- NEW BALANCE Helix Boot
- NEW BALANCE Helix Boot
- NEW BALANCE Helix Boot
- NEW BALANCE Helix Boot



SNEAKER TRENDS, RIGHT THIS WAY

Your coolest shoes just so happen to be your most comfortable ones.

SHOP CROCS



ERIC DECKER DOES SNEAKERS

Must-have styles from top brands, as seen on our favorite Former Pro Football Player and TV Personality.

SHOP MENS SNEAKERS



SNEAKER TRENDS, RIGHT THIS WAY

Your coolest shoes just so happen to be your most comfortable ones.

SHOP FASHION STORY



ERIC DECKER DOES SNEAKERS

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SHOP MENS SNEAKERS

SL: You're a runner now.
PL: Thanks, sneakers.



HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

[WOMEN](#)

[MEN](#)

[KIDS](#)

[BRANDS](#)

[CLEARANCE](#)

DSW HAS THE SNEAKERS

TO OUTPACE
YOUR
COMPETITION

You're about to be that person on Instagram talking about how many miles you're getting in...

RUNNING WOMEN'S BROOKS GHOST 14



ENGINEERED AIR MESH
SEGMENTED CRASH PAD
3D FIT PRINT

MEN'S BROOKS GHOST 14

WALKING

CUSHIONED RIDE
DNA LOFT MIDSOLE
TRACTION SOLE



[SHOP WOMEN'S
RUNNING SHOES](#)

[SHOP MEN'S
RUNNING SHOES](#)

[SHOP ALL THE SNEAKERS](#)

SL: Part sneaker + part boot = everything.
PL: Brb obsessing over sneaker boots.



HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

WOMEN MEN KIDS BRANDS CLEARANCE

DSW HAS THE SNEAKERS



THE

the sneaker boot
(noun)
1. Designed like a boot with the comfort of a sneaker.
2. The shoes you're about to wear everywhere.

SNEAKER



BOOT



It's the peanut butter and jelly of shoes.
Just makes sense.



SHOP SNEAKER BOOTS

SHOP ALL THE SNEAKERS

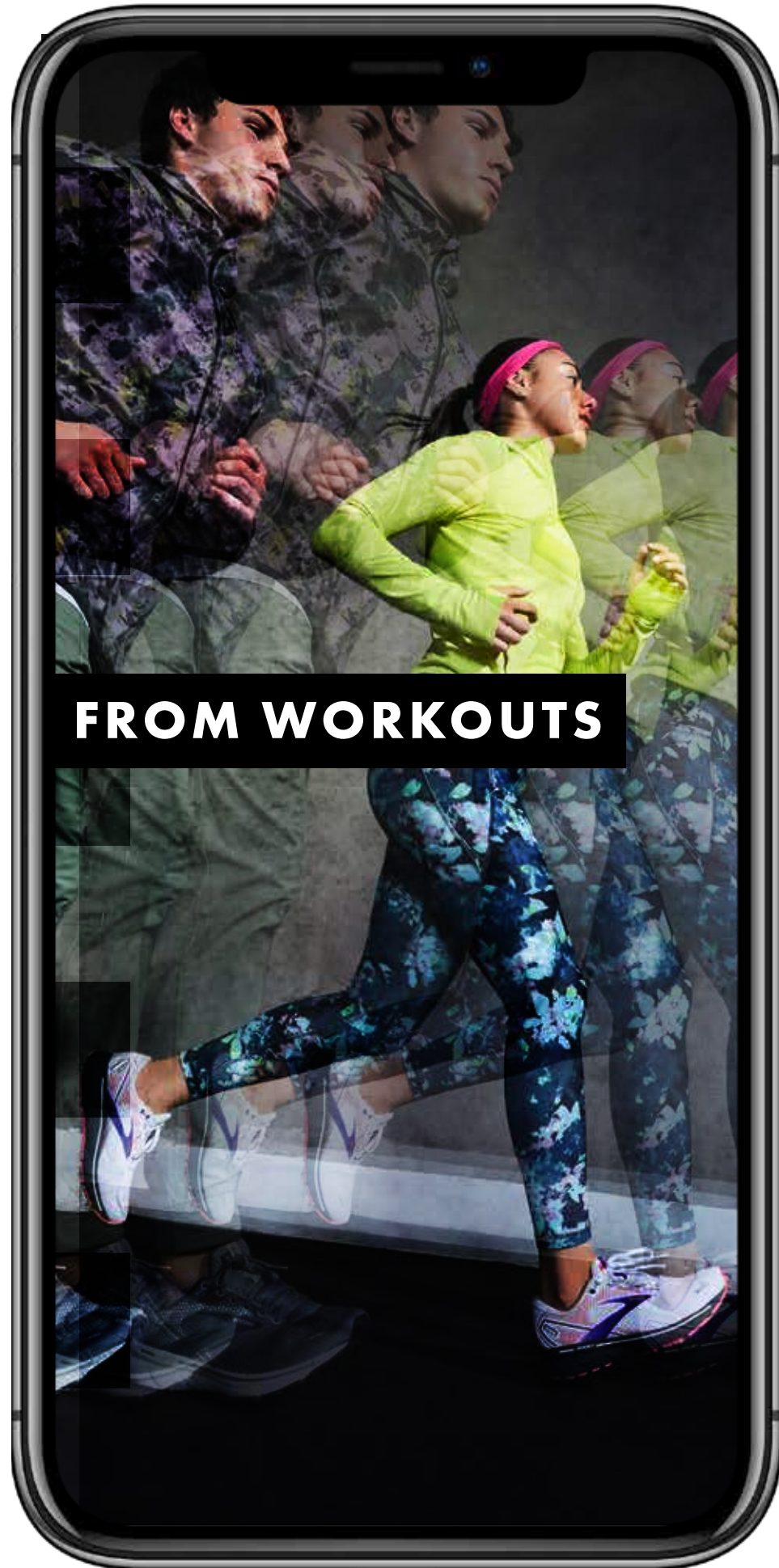


CUSTOMER NAME
XXXX STREET NAME RD
CITY, STATE XXXXX-XXXX

PRESORT STD
US POSTAGE
PAID
CO WJ MB US, OH
9906



FITNESS: FRAME 1



FUN: FRAME 2



FASHION: 3



ANIMATION: Text lock ups slide into each frame.

**JESSIE JAMES
DECKER
2022**

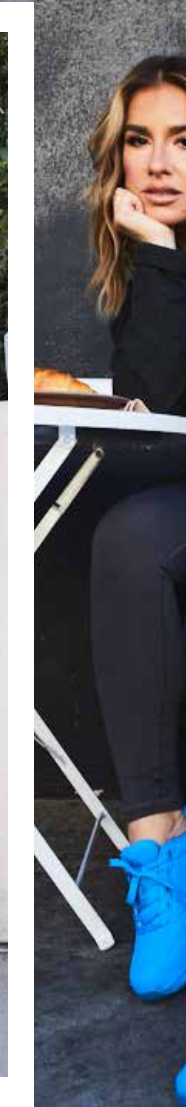
DSW[®]



PRIORITY 3: JESSIE JAMES DECKER

- Jessie James Decker Launch
- JJD collection page—ask Maren
 - JJD integration in email
 - Paid social ad (acquisition)
 - Video- Caleb

WINTER: JESSIE DECKER X DSW STORY, IMAGES



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JESSIE JAMES DECKER ♥ SNEAKERS WITH DSW

We teamed up with Singer-Songwriter and TV Personality Jessie James Decker to get her best sneaker style advice (and her must-get styles) of the season.



"I'm a mother of three and constantly on the go, so it's super important that I find styles that are stylish and allow me to feel cute and comfortable at the same time." — Jessie



SNEAKERS FOR THE GYM
"There is something about feeling cute before a workout that gets me motivated."




SNEAKERS THAT STAND OUT
"Go outside your comfort zone with a sneaker in a bright color or fun pattern."



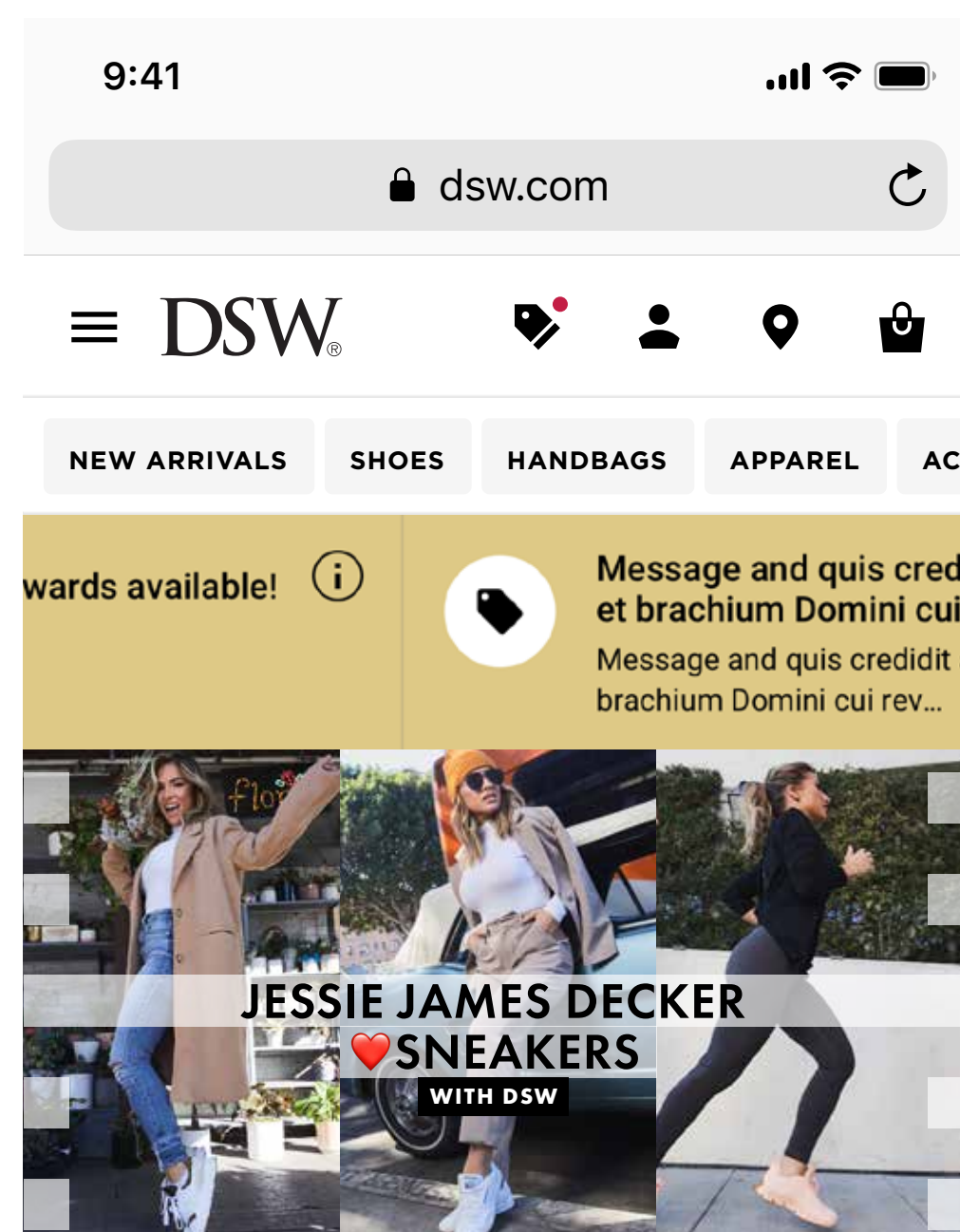
SNEAKERS WITH THAT COMFY/COOL FACTOR
"I love sneakers that are cute and comfortable at the same time."




SNEAKERS THAT CAN DO IT ALL
"I can wear sneakers running errands or dress them up for dinner with my man!" [SHOP](#)



"I spend a lot of time on stage in very high heels, so it's important that I find supportive sneakers to give my feet a break." — Jessie



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"I spend a lot of time on stage in very high heels, so it's important that I find supportive sneakers to give my feet a break."

SHOP JESSIE JAMES DECKER'S PICKS

FILTERS [Reset filters](#)

MEN'S GIFTS Showing 1-50 of 525

SORT: Featured  

GET IT TODAY

Pick up at South Hills Village

Offering in-store & curbside pickup. [Details](#)

SIZE

3.5	4	4.5	5	5.5
6	6.5	7	7.5	8
8.5	9	9.5	10	10.5
11	11.5	12	12.5	13
13.5	14	14.5	15	16
17	18	XS	S	M
L	XL	XX	XXXL	4X

- BRAND
- COLOR
- WIDTH
- PRODUCT TYPE
- STYLE



Timberland
Suede Chelsea Boot - Men's
\$167.99
★★★★★ (2126)



Crown Vintage
Ally 2 Chelsea Boot
\$79.99
Compare to \$119.99



Dr. Martens
Combat Boot - Men's
\$99.99
★★★★★ (51)



adidas
Team Basel Fold Flare Beanie
\$20.00



Aston Gray
Fuzzy Scarf
\$24.99 ~~\$14.95~~
Compare to \$15.99



Nike
Fuzzy Fitted Baseball Cap
\$22.00

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FILTERS SORT: Featured  



Timberland
Suede Chelsea Boot - Men's
\$167.99
★★★★★ (2126)



Crown Vintage
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\$79.99
Compare to \$119.99



Dr. Martens
Combat Boot - Men's
\$99.99
★★★★★ (51)

SL: Jessie James Decker ❤️ sneakers.

PL: Shop her favorites.

DSW
DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

WOMEN

MEN

KIDS

BRANDS

CLEARANCE



JESSIE JAMES DECKER

❤️ **SNEAKERS**

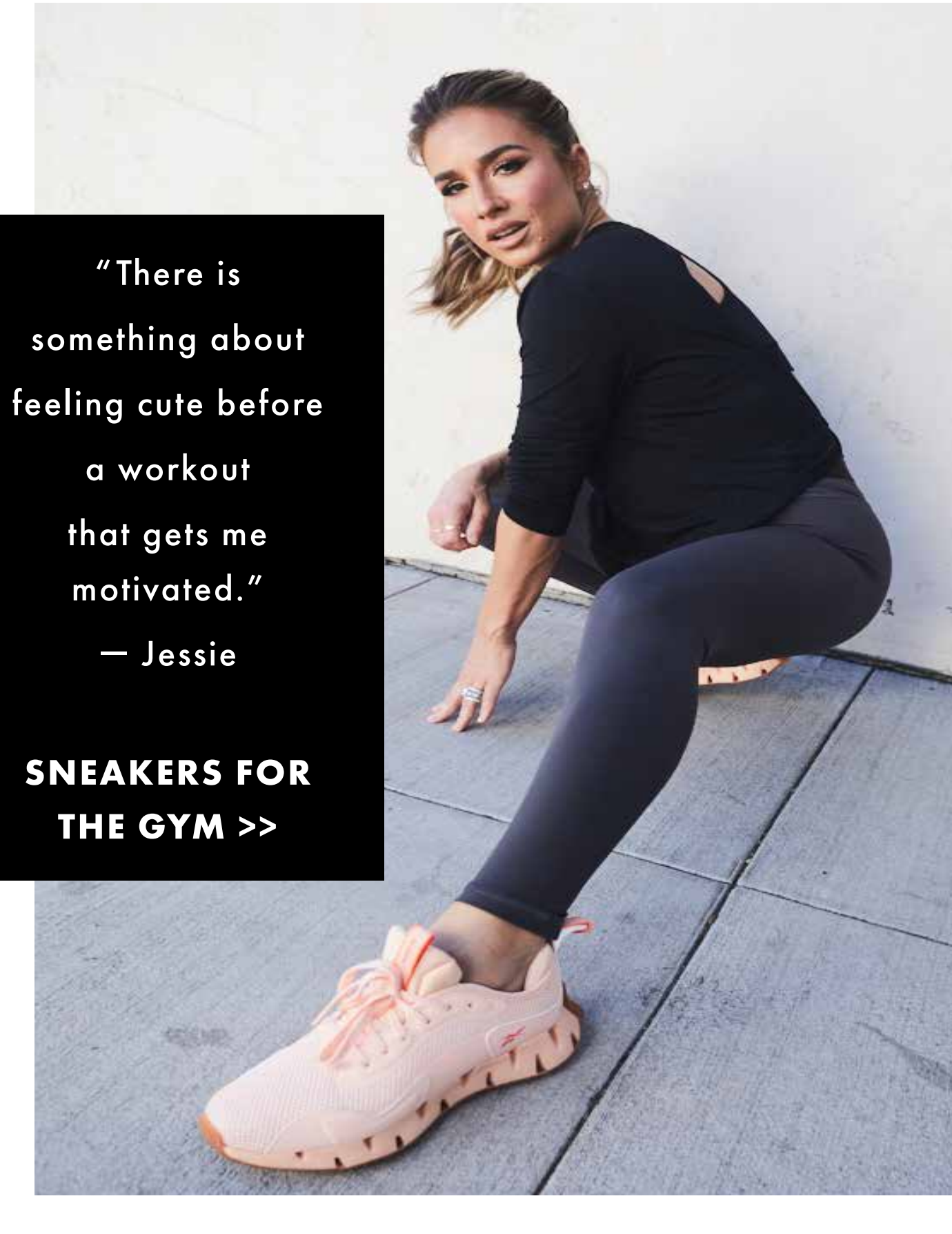
WITH DSW

GIF

The Singer-Songwriter and TV Personality is here with sneaker style tips (and her top picks) all season.

[SHOP JESSIE JAMES DECKER'S PICKS](#)

MOTIVATION IN SNEAKER FORM



"There is something about feeling cute before a workout that gets me motivated."

— Jessie

SNEAKERS FOR THE GYM >>

THE LATEST SNEAKER TRENDS



"I love sneakers that are cute and comfortable at the same time."

— Jessie

SNEAKERS FOR YOUR LOOK >>



"My go-to sneaker style advice is... have fun!" — Jessie

THE ULTIMATE SNEAKER GO-TOS



"I wear sneakers for taking the kids to school, date-night with Eric, in the studio, and more!"

— Jessie

SNEAKERS FOR EVERYTHING >>

[SHOP ALL SNEAKERS](#)

SL: Love your sneakers.
PL: Jessie James Decker does.

DSW
DESIGNER SHOE WAREHOUSE®

HI, [FIRST NAME] | VIP STATUS: [TIER] | SPEND \$XX TO GET YOUR NEXT REWARD

WOMEN

MEN

KIDS

BRANDS

CLEARANCE

DSW HAS THE SNEAKERS

THAT GET YOU ALL THE COMPLIMENTS



Sneakers so good, you should prepare for Cinderella-just-entered-the-ball-level stares.



"Sneakers can really take an outfit to the next level."
— JESSIE JAMES DECKER

Singer-Songwriter & TV Personality



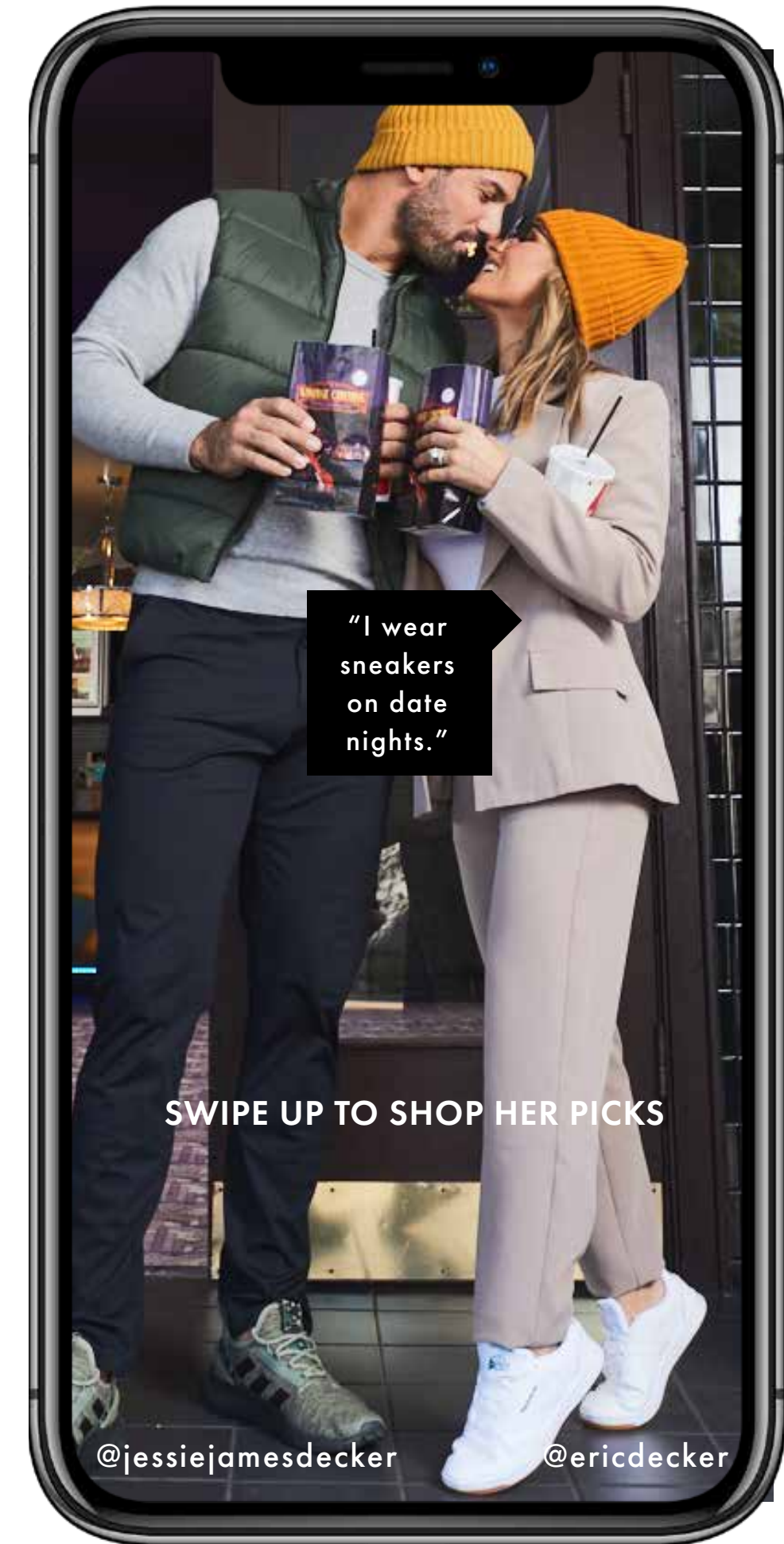
JESSIE JAMES DECKER
❤️ **SNEAKERS**

WITH DSW



SHOP THE LATEST SNEAKERS

SHOP JESSIE JAMES DECKER'S PICKS



15 DROPS



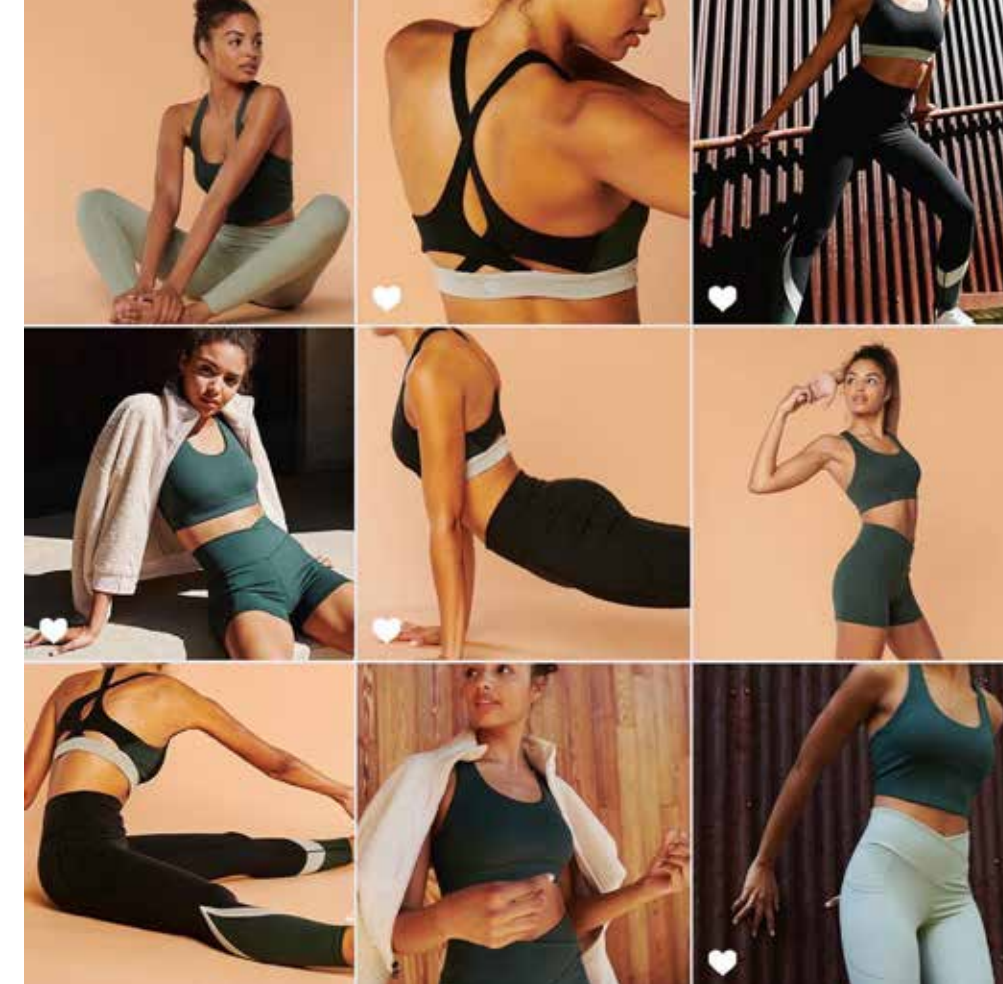
TO SHOP

1:45

highsnobietyshop
Sponsored

FIRST LOOKS
EARLY ACCESS
10% OFF
GET ON THE LIST

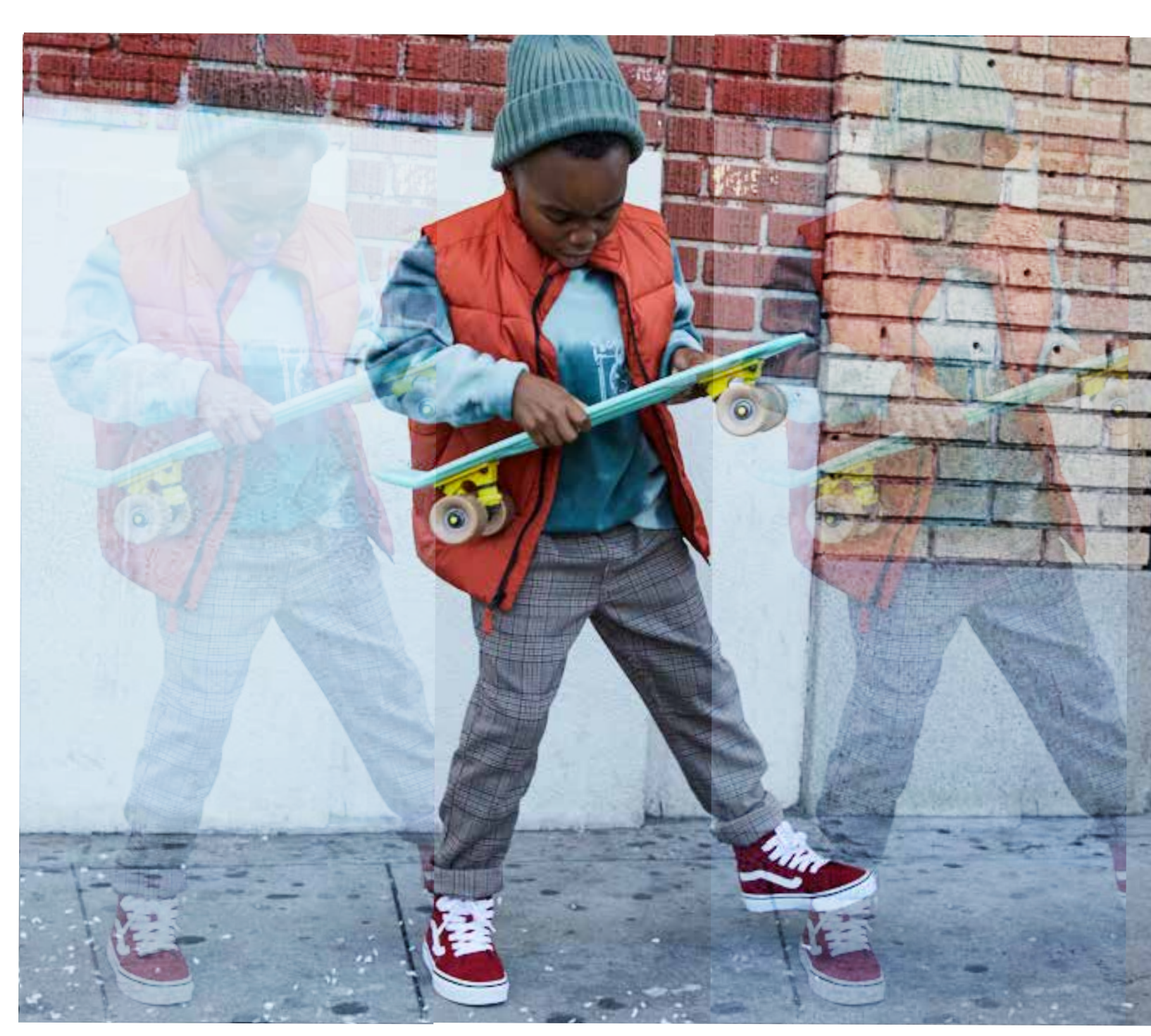
Sign Up



DSW
DESIGNER SHOE WAREHOUSE®

Hi, [FIRST NAME] | VIP STATUS: [TIER] | SPEND '\$XX TO GET YOUR NEXT REWARD
WOMEN MEN KIDS BRANDS CLEARANCE

DSW HAS THE SNEAKERS



ALL VANS CTA

DSW
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WOMEN MEN KIDS BRANDS CLEARANCE

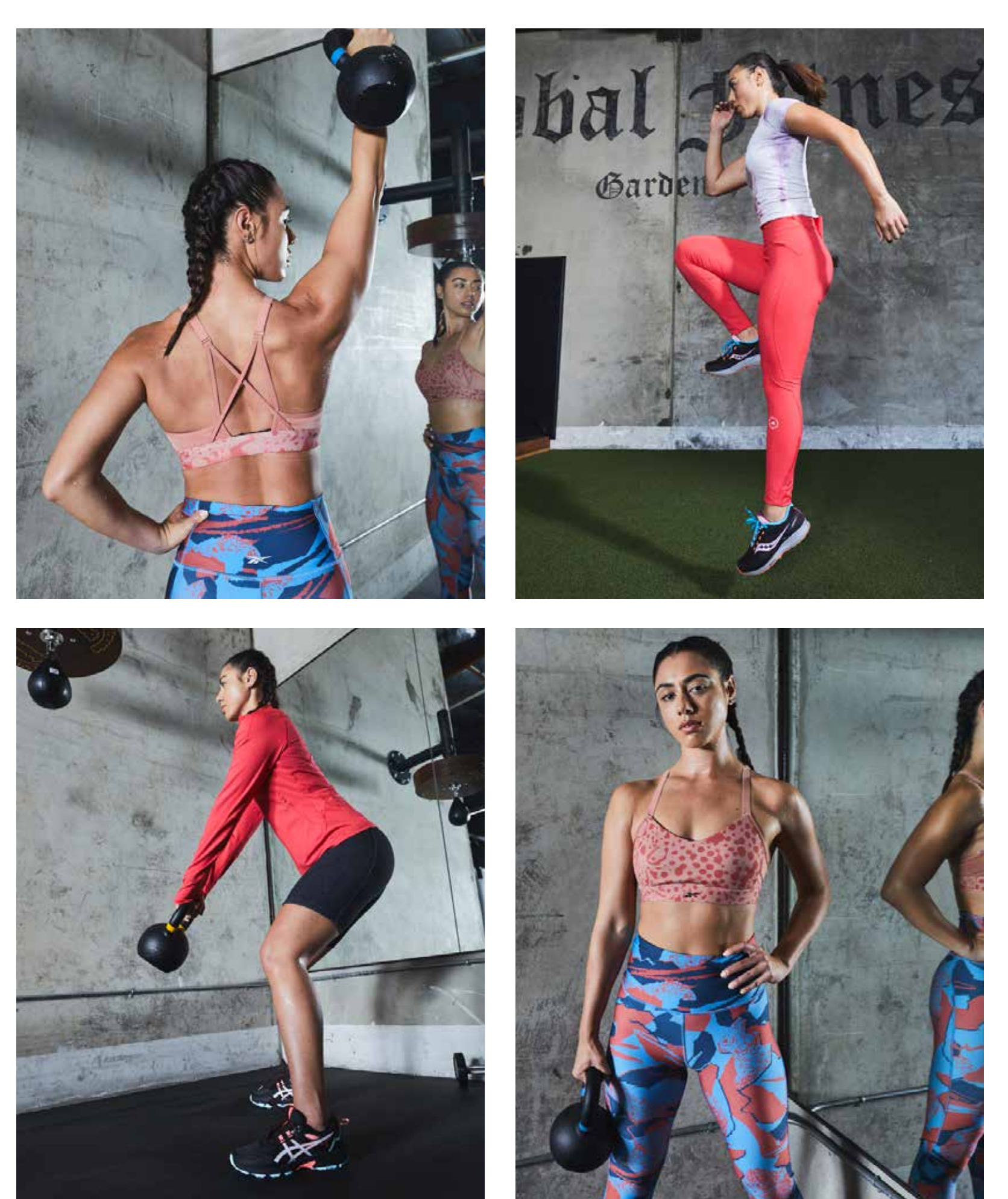
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DSW HAS THE SNEAKERS



DSW
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Hi, [FIRST NAME] | VIP STATUS: [TIER] | SPEND '\$XX TO GET YOUR NEXT REWARD
WOMEN MEN KIDS BRANDS CLEARANCE

SCROLLING GIF
\$15 OFF \$49 | \$20 OFF \$99
Online with code SNEAKERS. In store with barcode. Details & exclusions below.
GET TO IT

SCROLLING GIF
RS* UP TO 25% OFF SNEAKERS
*Online with code SNEAKER. In store with barcode. Select styles. Details & exclusions below.
NO WINTER BLUES HERE

2 DAYS ONLY
\$15 OFF \$49 | \$20 OFF \$99 | \$60 OFF \$199
Online use code DREAMBIG. In store show barcode. *Details & exclusions below.
GET TO IT

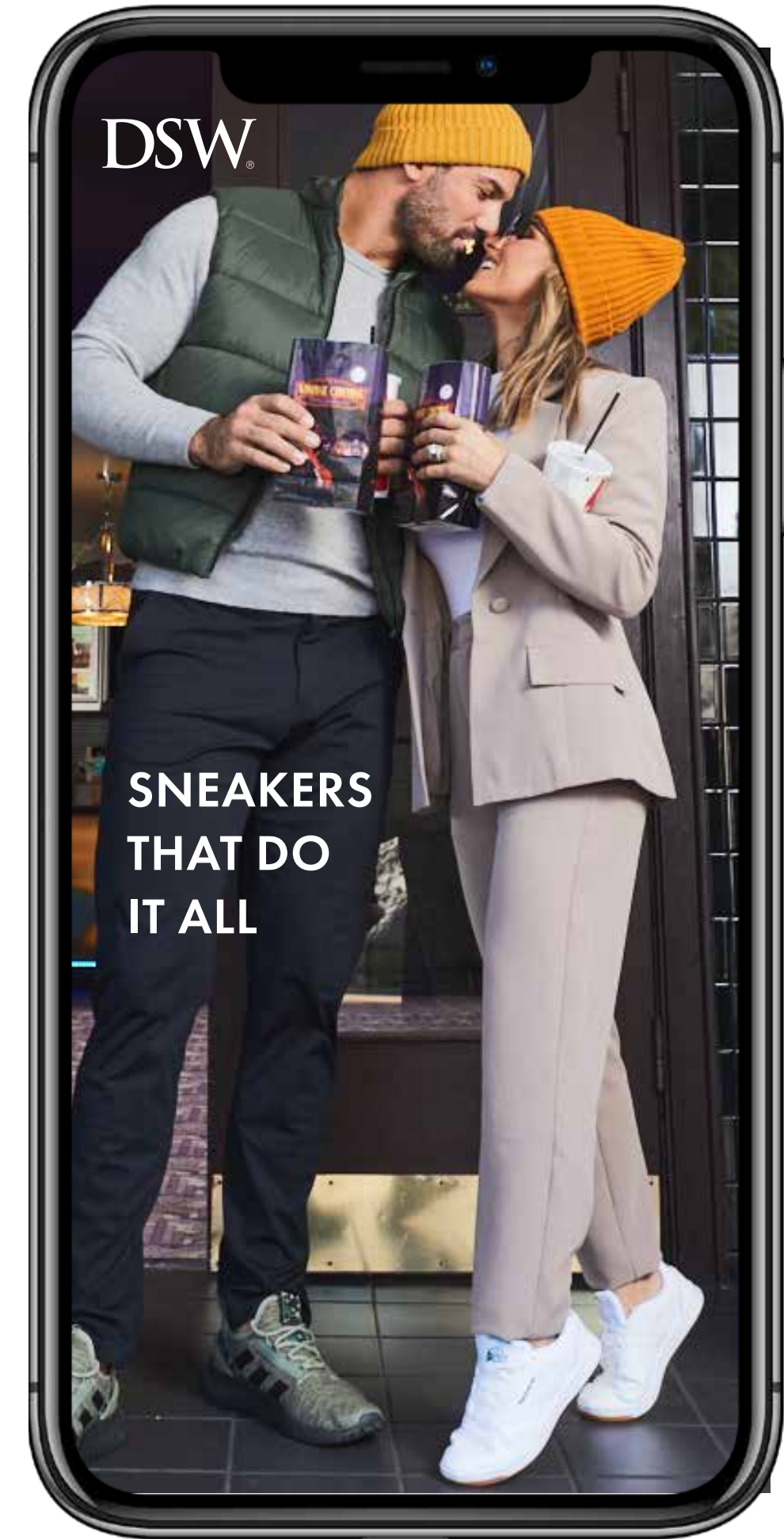
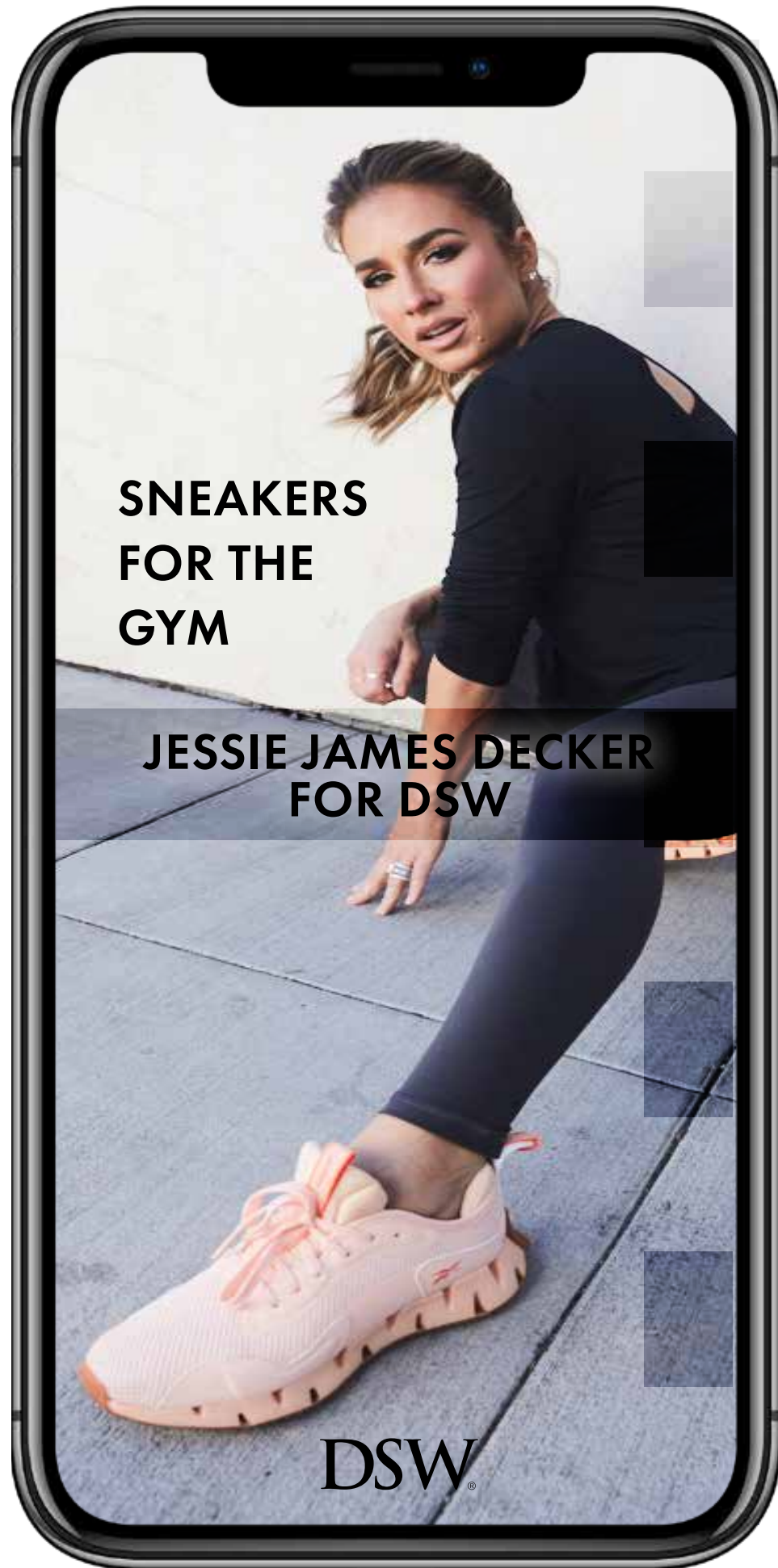
UP TO 25% OFF SNEAKERS*
with code SNEAKERS
*Online with code LOVEURBOOTS. In store with barcode. Select styles. Details & exclusions below.
NO WINTER BLUES HERE

2 DAYS ONLY
UP TO 25% OFF SNEAKERS*
*Online with code BOGOBOOTS. In store with barcode. Details & exclusions below.
CTA

SNEAKERS UP TO 25% OFF*
Comp. Value with code SNEAKERS
*Select styles online only. SHOP THE SNEAKER SALE Prices as marked.

2 DAYS ONLY
UP TO 25% OFF SNEAKERS*
*Online with code SNEAKERS. In store with barcode. Details & exclusions below.
SHOP THE SNEAKER SALE

SCROLLING GIF
RS* UP TO 25% OFF SNEAKERS
*Online with code SNEAKERS. In store with barcode. Details & exclusions below.
SHOP THE SNEAKER SALE





JESSIE JAMES DECKER FOR DSW

We teamed up with Singer-Songwriter and TV Personality Jessie James Decker to get her best sneaker style advice (and her must-get styles) of the season.

"I'm a mother of three and constantly on the go, so it's super important that I find styles that are stylish and allow me to feel cute and comfortable at the same time." — Jessie



SNEAKERS FOR THE GYM
"There is something about feeling cute before a workout that gets me motivated."



SNEAKERS THAT STAND OUT
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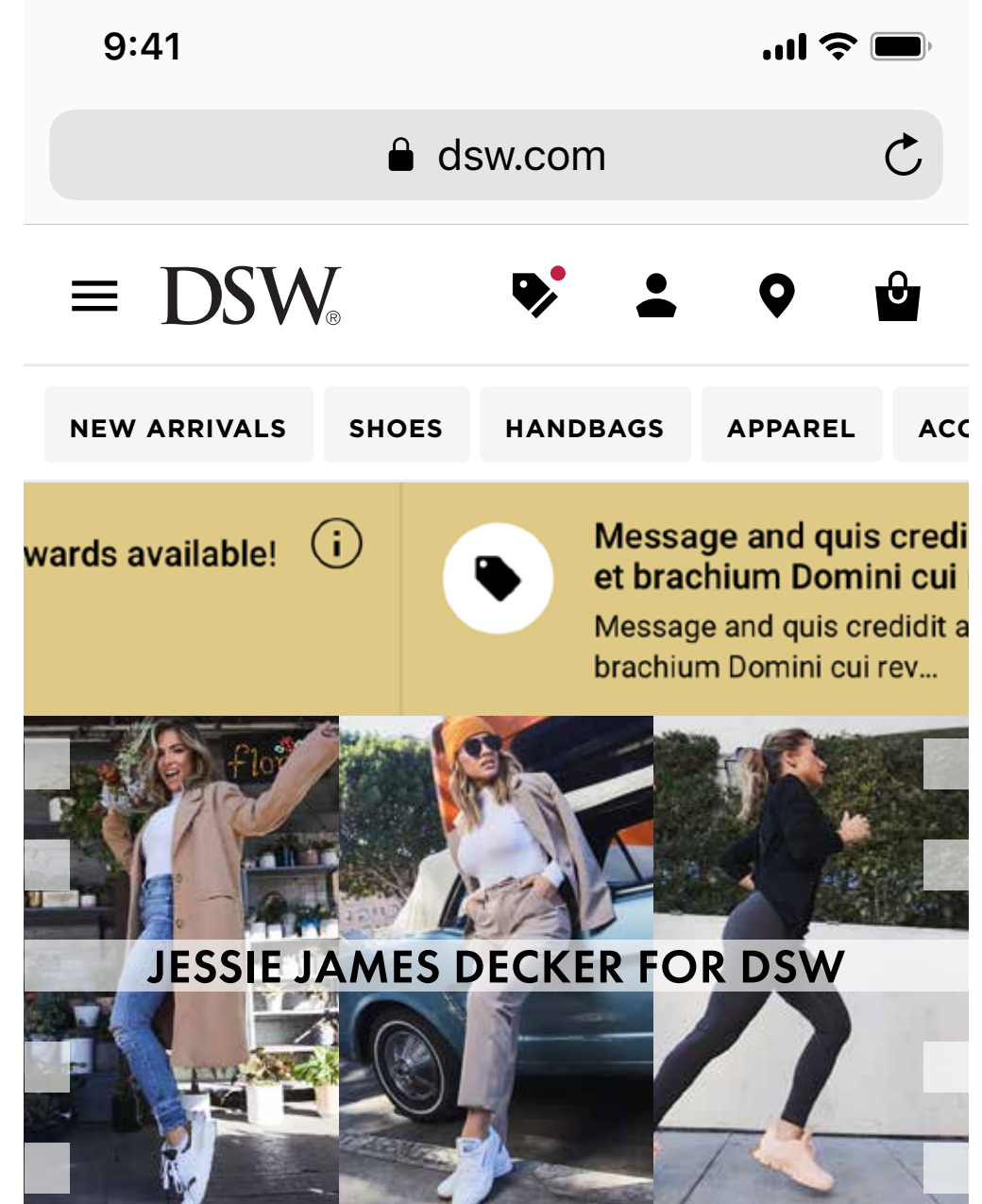


SNEAKERS WITH THAT COMFY/COOL FACTOR
"I love sneakers that are cute and comfortable at the same time."



SNEAKERS THAT CAN DO IT ALL
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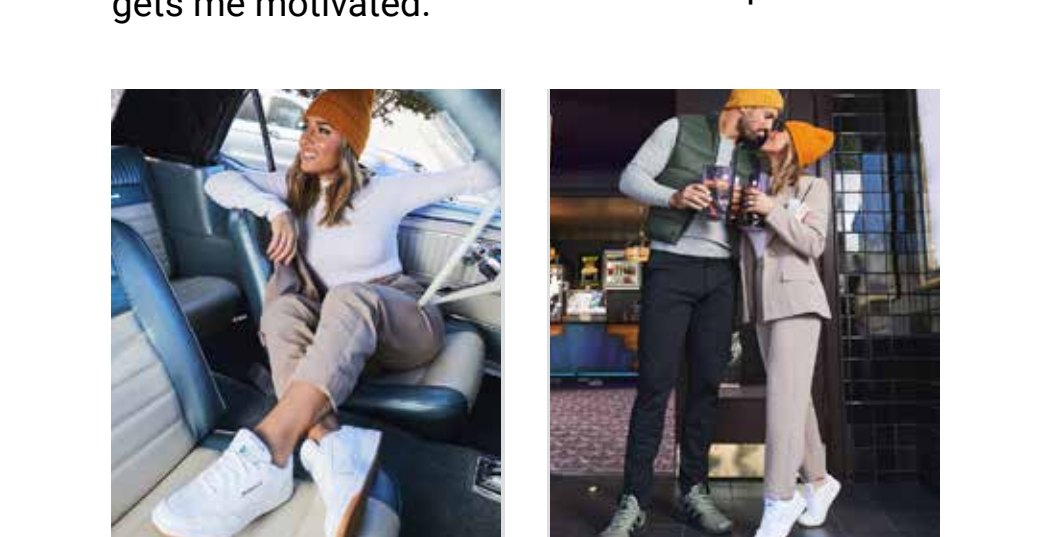


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SHOP JESSIE JAMES DECKER'S PICKS

GET IT TODAY
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SIZE

3.5	4	4.5	5	5.5
6	6.5	7	7.5	8
8.5	9	9.5	10	10.5
11	11.5	12	12.5	13
13.5	14	14.5	15	16
17	18	X6	9	M
L	XL	XX	XXXI	2X

BRAND

COLOR

WIDTH

PRODUCT TYPE

STYLE

MEN'S GIFTS Showing 1-50 of 529

Timberland
Teah Green Boot-Mens
\$167.99
★★★★★ (2126)

Crown Vintage
White Chelsea Boot
\$79.99
Compare to \$89.99

Dr. Martens
Combs Boot-Mens
\$99.99
★★★★★ (31)

adidas
Teen Baseball Fitted Beanie
\$20.00

Aston Grey
Fuzzy Scarf
\$24.99 ~~\$34.99~~
Compare to \$37.99

Nike
Futura Washed Baseball Cap
\$22.00

Timberland
Teah Green Boot-Mens
\$167.99
★★★★★ (2126)

Crown Vintage
White Chelsea Boot
\$79.99
Compare to \$89.99

Dr. Martens
Combs Boot-Mens
\$99.99
★★★★★ (31)

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SNEAKERS ON ERIC DECKER

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A SNEAKER TAKEOVER

WOMEN'S

MEN'S

KIDS'



SNEAKER WEEK

8 EPIC DAYS. ALL NEW SNEAKERS

JUST IN: NEW SNEAKERS FROM TOP BRANDS



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X

JUST IN: NEW SNEAKERS FROM TOP BRANDS



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X



BRAND X

NEED-RIGHT-NOW SNEAKERS

This must-wear-immediately situation.

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NEED-RIGHT-NOW SNEAKERS

This must-wear-immediately situation.

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EVEN MORE NEW SNEAKERS

As seen on Former Pro Football Player & TV Personality Eric Decker.

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EVEN MORE NEW SNEAKERS

As seen on Former Pro Football Player & TV Personality Eric Decker.

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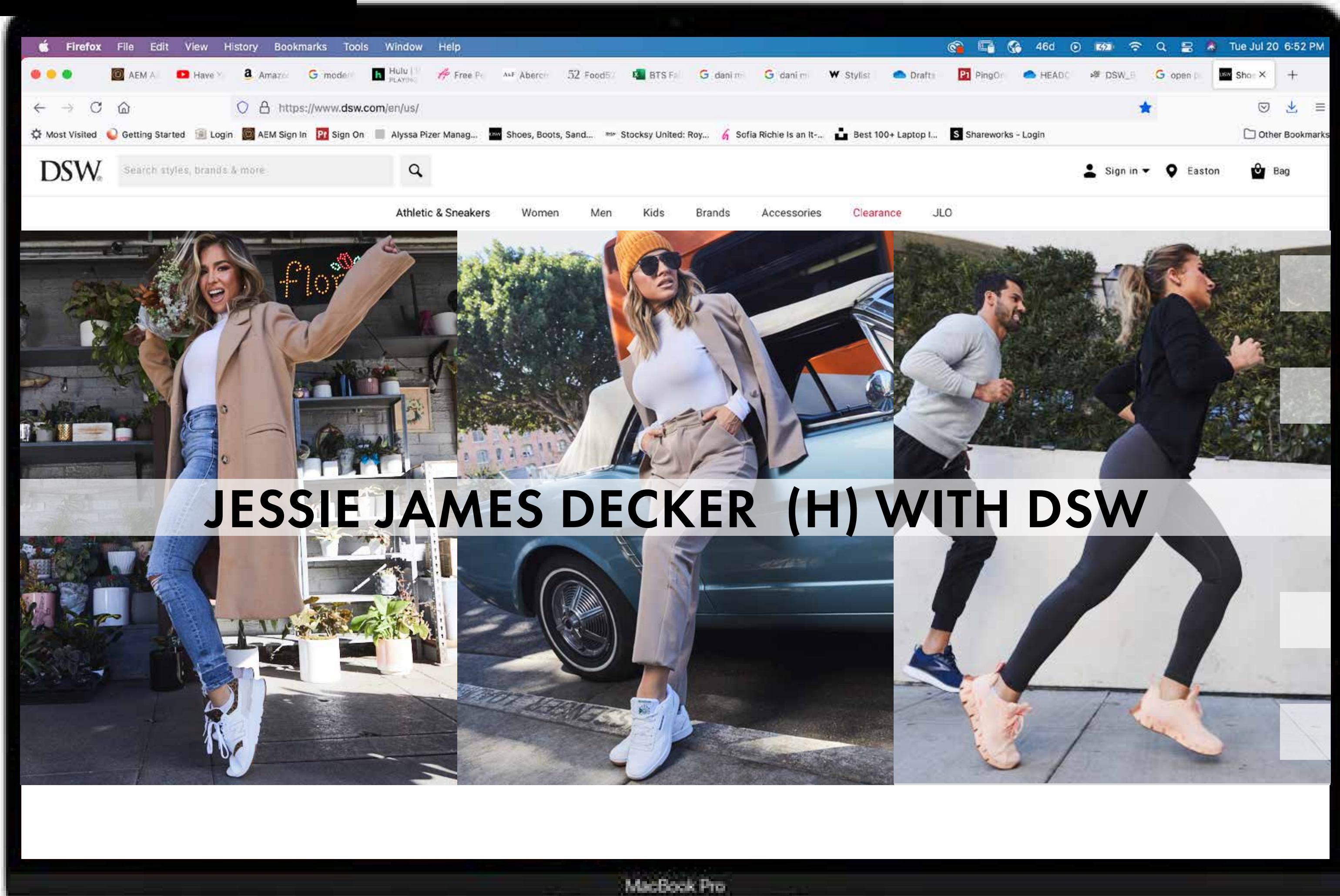
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JESSIE JAMES DECKER (H) WITH DSW