

## CAPSULE COLLECTIONS

STEVE MADDEN: GQ COLLABORATION, RELEASED SPRING 2017  
"THE SELECT FEW," RELEASED SPRING 2013

GQ: GARRIT



CLASSIC HERRINGBONE UPPER WITH SMOOTH LEATHER PIPING  
RICH KID SUEDE UPPER WITH FOLDED EDGES TO CREATE A  
MODERN LOOK  
LEATHER LINED AND PERFORATED FOR COMFORT AND  
BREATHABILITY



SOPHISTICATED SNEAKERS DEVELOPED  
AS AN ODE TO THE SUITED SPORTSMAN



TSF: CLINE



GQ: JAMES



TSF: DYLE  
AND DUNPHY

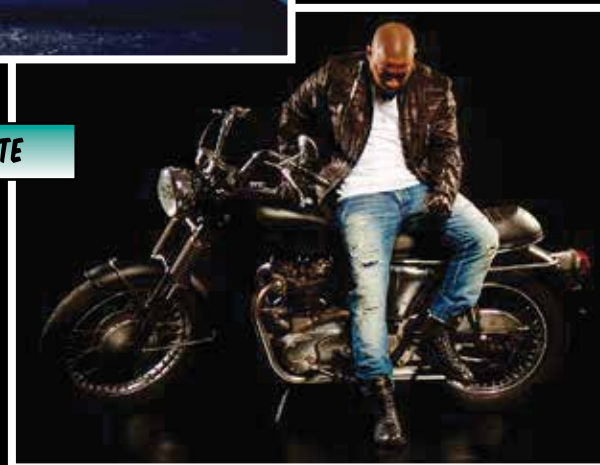
## MAVEN X MADDEN

STEVE MADDEN: COLLABORATION WITH JA RULE  
RELEASED SPRING 2015

ALIANCE



INFINITE



PRESTIGE



PREMIUM LEATHER UPPERS

ICONIC "MXM" HARDWARE AND BRANDING,  
LINKING JA RULE AND STEVE MADDEN TOGETHER

SKELETON KEY ORNAMENT REPRESENTS JA  
RULE'S AND STEVE MADDEN'S SUCCESS AND  
OPENING NEW DOORS FOR FUTURE ENDEAVORS

CUSTOM SOCKLINERS SHOWCASING THE  
PARTNERSHIP BETWEEN JA RULE AND STEVE  
MADDEN

A PORTION OF ALL SALES WENT TO BENEFIT  
THE DOE FUND, HELPING BREAK THE CYCLES OF  
HOMELESSNESS, ADDICTION AND CRIMINAL  
RECIDIVISM BY PROVIDING HOLISTIC SERVICES,  
HOUSING, EDUCATION AND EMPLOYMENT