

# JULIANNE HOUGH

for SOLE SOCIETY

## Collection Fact Sheet

### CAPSULE COLLECTION OVERVIEW:

Sole Society, a leading direct-to-consumer brand of on-trend designer women's footwear, is set to launch their first-ever celebrity collection with actress, singer and dancer, Julianne Hough on February 11, 2013. An innovative leader in the retail space, Sole Society is pioneering a new era of fashion retail, having capitalized on the success of their online store by entering into a partnership with Nordstrom.com and select Nordstrom stores where the **Julianne Hough for Sole Society** collection will also be sold beginning in early February.

Sole Society provides an exclusive collection of chic, on-trend shoes directly to consumers with no retail markup and releases new styles each week on [www.solesociety.com](http://www.solesociety.com). The **Julianne Hough for Sole Society** capsule collection is set to launch the week of February 11th and will highlight a new style each day that week in-line with the release of her new movie with Josh Duhamel called *Safe Haven*. Julianne and Sole Society will release five new styles per month for the next six months. Julianne's collection will feature a range of shoe silhouettes (flats, heels, sandals, etc.), each in multiple color options. Retail prices will start at \$49.95 and will be co-designed and manufactured in collaboration with Vince Camuto.

Julianne Hough for Sole Society is available to purchase on Sole Society's website, on Nordstrom.com and in 36 select Nordstrom full-line stores across the country, including: The Grove (Los Angeles, CA), Westside Pavilion (Los Angeles, CA), Santa Monica Place (Santa Monica, CA), South Coast Plaza (Costa Mesa, CA), Irvine Spectrum (Irvine, CA), Los Cerritos Center (Cerritos, CA), Montclair Plaza (Montclair, CA), Main Place (Santa Ana, CA), Galleria at Tyler (Riverside, CA), Horton Plaza (San Diego, CA), North County (Escondido, CA), San Francisco Centre (San Francisco, CA), Hillsdale Shopping Center (San Mateo, CA), Valley Fair (San Jose, CA), Fashion Show (Las Vegas, NV), Chandler Fashion Center (Chandler, AZ), Northgate Mall (Seattle, WA), Southcenter Mall (Tukwila, WA), Alderwood Mall (Lynnwood, WA), Lloyd Center (Portland, OR), Clackamas Town Center (Happy Valley, OR), Oakbrook Center (Oakbrook, IL), Easton Town Center (Columbus, OH), Partridge Creek (Clinton Township, MI), Menlo Park (Edison, NJ), Burlington Mall (Burlington, MA), Northshore Mall (Peabody, MA), Annapolis (Annapolis, MD), Dulles Town Center (Dulles, VA), King of Prussia (King of Prussia, PA), Ala Moana (Honolulu, HI), North East Mall (Hurst, TX), Barton Creek Square (Austin, TX), The Streets at Southpoint (Durham, NC), Dadeland Mall (Miami, FL) and Phipps Plaza (Atlanta, GA).

### QUOTES:

"We couldn't be more pleased about partnering with Julianne," said Brett Markinson, Founder and CEO of Sole Society. "She is a consummate professional and her values as well as her sense of style and fashion are very much in line with our own and what we stand for as a brand. She is very excited about expressing herself creatively and we are excited about capturing her authenticity and helping channel it into this very special shoe line."

"I'm so excited about my Julianne Hough for Sole Society footwear collection, which I've personally curated and co-designed. I'm proud to be collaborating with Sole Society, which is such an amazing direct-to-consumer brand and they have allowed me the freedom to design shoes that truly reflect my personal style. I think footwear is one of the most important components in tying a look together and making it pop. My collection is fun, fashionable and flirty, while still remaining affordable."

ABOUT SOLE SOCIETY:

Launched in March 2011, Sole Society is a chic new brand of exclusive, high-quality, on-trend shoes and accessories, starting at only \$49.95. The Sole Society website offers new shoe styles released weekly, exclusive fashion and style content, tips and trends, celebrity collections and special promotions. Sole Society was created by leading flash sale site HauteLook and became an independent entity in December 2011, with funding from a number of investors including leading retailer Nordstrom, Inc., Insight Venture Partners and Lagovent Ventures. Select Sole Society styles are also available at [www.nordstrom.com](http://www.nordstrom.com) as well as select Nordstrom stores nationwide. Visit [www.solesociety.com](http://www.solesociety.com) to learn more or follow @SoleSociety on Twitter.

ABOUT JULIANNE HOUGH:

Julianne Hough is known to audiences around the world for her success in film, television and music. She was a two-time professional champion on ABC's top-rated "Dancing with the Stars," before making a seamless transition to award-winning recording artist and her feature film debut in "Burlesque." She starred in "Footloose" and the all-star "Rock of Ages" and has completed Diablo Cody's yet-untitled directorial debut, opposite Russell Brand and Octavia Spencer. She stars opposite Josh Duhamel in Nicholas Sparks' "Safe Haven," directed by Lasse Hallstrom, opening February 14.

ABOUT NORDSTROM:

Nordstrom, Inc. is one of the leading fashion specialty retailers based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 240 stores in 31 states, including 117 full-line stores, 119 Nordstrom Racks, two Jeffrey boutiques, one treasure&bond store and one clearance store. Nordstrom also serves customers through Nordstrom.com and through its catalogs. Additionally, the Company operates in the online private sale marketplace through its subsidiary HauteLook. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

For more information on Julianne Hough for Sole Society, please contact [Kelly@mmlpr.com](mailto:Kelly@mmlpr.com)

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