



*****MARC FISHER LTD Launches #MAKEYOURMARC**

with FW15 Campaign Featuring Karlie Kloss in support of The Kode With Karlie Project***

August 25 2015, New York, NY – MARC FISHER LTD announces the #MAKEYOURMARC platform celebrating women nationwide who are making an impact. The goal of #MAKEYOURMARC is simple: to inspire, encourage, recognize and help fund activities of real life role models who do extraordinary work in their chosen field. MARC FISHER LTD has launched the platform in tandem with the brand’s first collection; celebrating FW15 campaign star Karlie Kloss for the “marc” she is making on the world by encouraging young women to learn to code through The Kode With Karlie Project.

MARC FISHER LTD will celebrate The Kode With Karlie Project in a yearlong program with proceeds from select styles supporting The Kode With Karlie Project scholarships to encourage young women to explore computer programming. Karlie Kloss has hand selected 3 styles, the Netty, Tammy, and Yale from the MARC FISHER LTD fall collection and for every purchase of those styles, \$20 will be donated to The Kode With Karlie Project. Additionally for every photo or post on Instagram, Facebook or Twitter with the designated hashtag, #MAKEYOURMARC, \$1 will be donated.

The funds provided by #MAKEYOURMARC will allow Karlie to expand her reach, creating programs for high school students and additional scholarships to the Flatiron School with 100% of the contribution supporting education around coding.

"I've always been curious. I love to learn, how things are built, how things are made. I feel fortunate that modeling has given me a platform that I can use to make my marc" says Karlie. "I want to use this platform to ignite the same excitement I have for coding in other young women. That's why I started The Kode With Karlie Project."

The #MAKEYOURMARC platform will also recognize and bring financial support to real life role models who are making a difference in their communities. Women can nominate themselves or someone who inspires them through marcfisherfootwear.com/makeyourmarc. Nominees will be selected throughout the year to receive grants to back their efforts and MARC FISHER LTD will share their story on the brand’s website and social channels to raise awareness for their inspiring work.

About the initiative Marc Fisher says: “#MAKEYOURMARC allows me to align my passion with a greater purpose. It will celebrate and bring financial contribution to incredible women who do extraordinary work. These women are the voices and faces of my brand and the women I have always been inspired by. Karlie is clearly someone making her ‘Marc’ while inspiring others to do the same. She embodies the ideals that the #MAKEYOURMARC program wants to recognize and support.”

MARC FISHER LTD, which launched online at www.marcfisherfootwear.com on August 25th, is Marc’s first venture into a fully-curated, namesake collection focused on timeless style and effortless modern design. As Marc defines his legacy, he is doing so by supporting women who are doing the same. His philosophy around work and life has always been about making his marc one pair of shoes at a time. In debuting the #MAKEYOURMARC initiative simultaneously, Marc is honored to support the very women who have inspired him throughout his 35 years in the footwear industry.

How Women Can Get Involved:

Know someone who is dedicated to helping others? Passionate about making positive change? Nominate your real life role model at marcfisherfootwear.com/makeyourmarc. Marc is looking to celebrate and bring financial contribution to women

who are making their marc across community, education, arts, entrepreneurship, human rights, health, technology, philanthropy and volunteerism.

When you use the hashtag #MAKEYOURMARC on Instagram, Facebook and Twitter you are also helping to raise money for The Kode With Karlie Project, dedicated to inspiring & supporting young women to get excited about coding. Share stories and photos of inspirational women making their marc. For every post \$1 will be donated.

#MAKEYOURMARC in shoes that make change. Shop Karlie's favorite styles and for every purchase \$20 will be donated to The Kode With Karlie Project, dedicated to inspiring & supporting young women to get excited about coding.

About Marc Fisher

By 12 he knew he would never be a doctor, lawyer or fireman. As early as he can remember, shoes were Marc Fisher's passion and his joy. The son of Nine West co-founder Jerome Fisher, he was born into an American footwear family and raised in a world of shoes. He studied the art and business of shoe making from the bottom up and has created best-selling collections for many leading designers for over 34 years.

A true global citizen, Marc is as comfortable on the streets of Paris, Florence and London as he is in NYC. Obsessed with his form of cultural anthropology, Marc studies style from the ground up. This has informed amazing taste and appreciation for timeless and chic over shiny and new. This appreciation of everlasting style is in everything Marc makes. This is what he believes is modern, this is what he believes is forever new. As a force in the industry, Marc's journey has led him to the launch of MARC FISHER LTD, his new, namesake collection.

About MARC FISHER LTD

MARC FISHER LTD is the purest form of Marc Fisher's design vision, built upon the mantra that "style that lasts is style that counts." MARC FISHER LTD believes that the chicest women in the world share a style that is clean, effortless and understated. This casual-luxe design sensibility guides the collection, creating shoes women want, need and love. Launching for Fall 2015, the brand will be carried online at www.marcfisherfootwear.com and at select better department stores, with price points ranging from \$140-\$329.

About Karlie Kloss

Karlie Kloss is an American model, 32-time Vogue cover girl and entrepreneur.

Raised in St. Louis, Karlie was discovered at a charity fashion show at thirteen. Since, Karlie has modeled and walked in shows for some world's top design houses including Oscar de la Renta, Christian Dior, Alexander McQueen and Kate Spade. Most recently, Karlie was named the new face and global brand ambassador for L'Oreal Paris.

Outside of modeling, Karlie partnered with Momofuku Milk Bar, combining her passion for baking, nutrition and philanthropy to create her own line of gluten-free, vegan cookies benefiting FEED Projects and the CFDA. In 2014, Karlie collaborated with Warby Parker on a capsule eyeglasses collection benefiting Edible Schoolyard NYC.

In March 2015, Karlie spoke at SXSW on a panel with Sara Wilson of Facebook/Instagram titled "How Technology Colonized Fashion Week" drawing from her experience on and off the runway.

About The Kode with Karlie Project

Karlie's curiosity and interest in the tech world led her to take her first coding class at the Flatiron School in 2014. She was hooked and later participated in Code.org's "Hour of Code" during Computer Science Education Week to encourage young girls and boys to learn coding. In 2015, Karlie established the The Kode With Karlie Project scholarship, in partnership with the Flatiron School, to encourage young women across the U.S. to learn how to code. Kode With Karlie has provided 21 partnerships for young women from across the country to come to the Flatiron School's 2 week coding class in the summer of 2015.

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