

CASE STUDY

STEVE MADDEN MUSIC

With the goal of conceiving and producing a music program for **Steve Madden** shoes, Giant Step identified top emerging artists for alignment with the brand, oversaw negotiations and produced each event.

Artists who participated in the program to date are:

Katy Perry, Shwayze, Jazmine Sullivan, K'NAAN and Chester French.

Events are held at the new **Steven by Steve Madden** boutique on the Lower East Side of NY and are filled to capacity for the unique artist performances.

Post-event communication is made with all attendees as well as our community of 60,000 fans, via our **exclusive media player**, featuring photographs from the event, music from the performing artist and a mini-documentary.

