

## Jessica Simpson Steps Into Footwear



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NEW YORK -- Actress and singer Jessica Simpson's newest gig will be starring in ads via Gale Group, New York, supporting the launch of her footwear collection. The ads were shot early in November on a dusty road in the California desert by fashion lenser Wayne Maser.

"The creative captures Americana glamour and imagery," said Mindy Gale, president, Gale Group. "We used a '65 Mustang in some of the shots. Jessica exuded a Hollywood-meets-Texas glamour against a gritty background."

The ads, which show Simpson's shoes, apparel and accessories, will run in March issues of *InStyle*, *Vogue* and *Elle*.

Beginning this month, Jessica Simpson shoes will be sold in major department stores including Nordstrom, Dillard's, Macy's, Parisian, Marshall Field, Lord and Taylor, and Belk, and range in price from \$60-\$160. The collection is licensed by Camuto Group, Greenwich, Conn., and New York, which holds the master license to the Jessica Simpson line and is seeking licensees for additional product categories.

--Sandra O'Loughlin