



Bohan Showcases Fashion, Savings and Fun in New Campaign for Stein Mart

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NASHVILLE, Tenn.--(BUSINESS WIRE)--Apr. 18, 2018-- On the heels of last fall's successful SAVING is a beautiful thing campaign for [Stein Mart](#) (NASDAQ: SMRT), [bohan](#) delivers five new spring/summer spots for the national specialty off-price retailer.

Each ad opens with the tease of a posh, high-end setting, complete with special effects and edgy backdrops. The wider shot reveals Stein Mart's designer brands in the spotlight of a makeshift sidewalk photoshoot captured on a friend's cell phone or three models posing poolside in the backyard as dad reflects the sun's glare in a handheld mirror. Like the locations, Stein Mart's fashions are stylish, fun and affordable, emphasizing how Stein Mart effortlessly fits into the world of fashion and everyday life. ([View ads here.](#))

"Building on the SAVING is a beautiful thing tagline, we used a comedic approach to elevate the fun side of the Stein Mart brand, including the introduction of a male character alongside the real star and Stein Mart's primary customer and decision-maker," said Jon Arnold, executive creative director at bohan.

"While the new spots emphasize that Stein Mart is fun and affordable, the spots also underscore that Stein Mart is the go-to retailer for fashion-conscious shoppers who love name brands," said Glori Katz, Stein Mart's senior vice president, marketing and advertising. "Stein Mart doesn't take itself too seriously, but we are serious about offering terrific value and amazing style."

The new ads appear in national and regional markets throughout the U.S. and on digital channels. Bohan was awarded the Stein Mart account in 2017.

About Bohan:

Established in 1990, Nashville-based bohan is an independent, full-service advertising and marketing agency. It has major clients in tourism/hospitality, healthcare, retail and restaurants. Accolades include Advertising Age Silver Award for Agency Culture, Advertising Age Southeast Small Agency of the Year and Modern Healthcare Agency of the Year. Learn more at [bohanideas.com](#).

About Stein Mart:

Stein Mart, Inc. (NASDAQ:SMRT) is a national specialty off-price retailer offering designer and name-brand fashion apparel, home décor, accessories and shoes at everyday discount prices. Stein Mart provides real value that customers love every day both in stores and online. The Company currently operates 289 stores across 30 states. For more information, please visit [www.steinmart.com](#).

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