



## **Stein Mart Showcases Fashion, Savings in New Campaign from Bohan**

Nashville, Tenn. and Jacksonville, Fla. (Sept. 21, 2017) – Stein Mart (NASDAQ: SMRT) takes to the runway—ok, the hallway—to promote its everyday affordable fashion in a new advertising campaign from Bohan Advertising.

The new ad opens with three women appearing to be in a fashion show walking to the camera to a techno beat, as one notes “some of us want fashion for the runway. And some of us want fashion for running out to brunch.” The shot opens wider to reveal that the women are actually in the foyer of a house, the strobe-flickering effect courtesy of one woman’s son turning on and off the lights. The campaign’s tagline is “Saving is a beautiful thing.” ([View Ad Here](#))

“Our research shows that our shoppers are very fashion-conscious and love brands, but they also love not having to pay full price for the fashion they want,” said Glori Katz, Stein Mart’s senior vice president, marketing and advertising. “Saving is a beautiful thing speaks to our shopper’s savvy and her uncompromising desire for a go-to store that offers low prices and amazing style.”

The new campaign takes a clever approach by showing how Stein Mart styles fit into the world of fashion just as easily as everyday life. The spots deliver on the brand’s commitment to building awareness of its designer and name-brand merchandise at surprisingly low prices. The new ad is the first in a series that will roll out during the remainder of the year.

“We wanted to take a light-hearted approach to showing that fashion for today’s Stein Mart consumer is about being well dressed for the everyday occasion and that Stein Mart understands this need and delivers the goods to meet that need,” explained Jon Arnold, executive creative director at Bohan.

The new ad appears in national and regional markets throughout the U.S. and on digital channels. Bohan was awarded the Stein Mart account this summer following a review.

#

### **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](http://BohanIdeas.com).

### **About Stein Mart**

Stein Mart, Inc. (NASDAQ:SMRT) is a national specialty and 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 will love every day both in stores and online. The Company currently operates 293 stores across 31 states. For more information, please visit [www.steinmart.com](http://www.steinmart.com).

Bohan media contact: Trish McGee

[tmcgee@bohanideas.com](mailto:tmcgee@bohanideas.com)

615-327-1189

Stein Mart contact:

Linda Tasseff

Director of Investor Relations

[ltasseff@steinmart.com](mailto:ltasseff@steinmart.com)

904-858-2639