

## DESIGNER BRANDS INC.

### Code of Ethics for Senior Financial Officers

(Amended and restated August 25, 2022)

This Code of Ethics (this “Code”) shall apply to Designer Brands Inc.’s (the “Company”) Senior Financial Officers. “Senior Financial Officers” shall include the principal executive officer, the principal financial officer, the principal accounting officer or controller, and persons performing similar functions.

To the best of their knowledge and ability, the Senior Financial Officers shall:

- act with honesty and integrity, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships;
- avoid conflicts of interest and disclose to the Chair of the Audit Committee of the Board of Directors (the “Board”) and to the appropriate person or persons identified in the Designer Brands Inc. Global Code of Conduct (the “Code of Conduct”) any material transaction or relationship that reasonably could be expected to give rise to such a conflict;
- provide full, fair, accurate, timely, and understandable disclosure in reports and documents that the Company files with, or submits to, the Securities and Exchange Commission (“SEC”) and in other public communications made by the Company;
- comply with all applicable Company policies, including, without limitation, the Company’s Insider Trading Policy, and all applicable governmental laws, rules, and regulations, as well as the rules and regulations of self-regulatory organizations of which the Company is a member;
- maintain the confidentiality of the Confidential Information (as defined below) and not: (i) disclose, directly or indirectly, any Confidential Information to anyone (a) within the Company whose job does not, to the good faith knowledge of the Senior Financial Officer, require them to have that information or (b) outside the Company, including, but not limited to, family members, related entities, friends, business associates, investors, and consulting firms, unless the disclosure is expressly authorized by the Company; or (ii) use any Confidential Information for any purpose outside the scope of the Senior Financial Officer’s employment. Notwithstanding the foregoing, Confidential Information may be disclosed if such disclosure is required by law or by the order of a competent court or similar competent judicial or administrative body or governmental agency request; provided, however, that, to the extent practicable, a Senior Financial Officer shall promptly notify the Company of such requirement, and shall cooperate reasonably with the Company in obtaining a protective or similar order enjoining, restraining, or limiting the disclosure of such Confidential Information. For purposes of this Code, “Confidential Information” means any and all non-public information received in connection with the Senior Financial

Officer's employment or relating to the Company or any of its subsidiaries or affiliates; and

- promptly report any possible violation of this Code to the Chair of the Audit Committee of the Board and to the appropriate person or persons identified in the Code of Conduct.

The Senior Financial Officers will be held accountable for their adherence to this Code. The failure to observe the terms of this Code may result in disciplinary action, up to and including termination of employment. Violations of this Code may also constitute violations of law and may result in civil and criminal penalties.

The Board, or such committee as it shall designate, shall have the sole and absolute discretionary authority to approve any deviation, amendment, or waiver of this Code. Any deviation, amendment, or waiver of this Code will be disclosed to shareholders within four business days of the Board's, or its designated committee's, determination to grant such deviation, amendment, or waiver. Such disclosure shall be made by posting such information on the Company's website or by filing a Current Report on Form 8-K with the SEC.