

PRESS RELEASE

TAMARIS



FROM BERLIN TO PARIS: TAMARIS AND KILIAN KERNER TAKE THEIR COOPERATION TO A NEW LEVEL WITH AN EXCLUSIVE HIGH HEEL

The successful cooperation between Tamaris and designer Kilian Kerner reaches new heights this season: for the first time, Kerner has designed an exclusive Tamaris shoe for his collection, which will be shown on the catwalk during Berlin Fashion Week and Paris Fashion Week.

Deepening the cooperation is also a strategic step for Tamaris' international brand presence. As the designer's official catwalk partner, the brand is positioning itself with appearances at Berlin Fashion Week and Paris Fashion Week on two relevant international fashion platforms and honing its profile as a feminine, trend-led brand with international appeal – an important signal in the competition for fashion-conscious consumers and fashion retailers.

Tamaris' feminine DNA meets Kilian Kerner's progressive design

The cooperation continues to focus on Tamaris' aim of supporting women in their individual style and at the same time visibly expanding the brand's fashion expertise. The exclusive new high heel combines Tamaris' feminine design DNA with Kerner's progressive understanding of fashion and exemplifies self-confident, modern femininity.

The result: elegant high heels, embellished with delicate rhinestones positioned according to a precise idea by Kilian Kerner. "Glitter is and remains my absolute favourite colour, and I think high heels are incredibly beautiful and sexy. A great pump is one of the most beautiful fashion pieces of all," explains the designer concerning his decision.

At the same time, the model shows how Tamaris combines comfort and fashion standards: the soft Touch-It cushion makes the shoe comfortable to wear despite the high heel – suitable for long days and nights at glamorous events, red carpets or weddings. On the runway, the signature piece is complemented by other elegant statement styles from the current Tamaris collection, emphasising the brand's focus on the special occasion and event segment.

This exclusive model is now available in the Tamaris online shop and in selected stores – at an RRP of €79.95. The style was already sold out online by the launch weekend of Berlin Fashion Week – a clear sign of the strong demand for the brand's collaborative fashion styles. Tamaris is thus not only making high-quality, runway-inspired design available for end customers to experience and buy in an accessible price segment but is also sending a clear signal to retailers: the brand is honing its fashion profile and positioning itself even more visibly on the international competitive landscape with strong collaborations.

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About the Wortmann Group

The WORTMANN Group, based in Detmold, is best known for its brand Tamaris. It is one of Europe's largest shoe production and retail companies and is recognised as the market leader for fashionable women's shoes. Its collections are available in over 70 countries and more than 10,000 shoe shops all over the world. In addition to the leading brand Tamaris, the group also owns the Marco Tozzi, Caprice, Peter Kaiser and Jana brands. The Group also includes Novi Footwear International Co. Ltd. in Hong Kong, which counts numerous global brands and retail chains among its customers. The group has almost 1,000 employees worldwide. Production work for the Detmold-based company involves a global workforce of approximately 25,000 people.

Press contact: Jennifer Zabel | Email: jennifer.zabel@tamaris.com | Tel: 0049 5231 605 324