

PRESS RELEASE

TAMARIS



TWO STRONG BRANDS, ONE SHARED JOURNEY: TAMARIS AND TRAVELITE LAUNCH TRAVEL LUGGAGE LINE

With “Tamaris by travelite”, Tamaris and the Hamburg-based family business travelite, a leading German brand for travel luggage, are launching a joint line that combines fashion appeal and functionality and will be available at retail from mid-April 2026.

This collaboration is a strategically important step for both partners: it expands Tamaris' licence portfolio with an independent, clearly positioned luggage line and links the fashion brand with a proven specialist in the segment. Tamaris contributes brand strength and fashion expertise, while travelite brings many years of experience in the development of functional, durable travel luggage.

Co-branding combines fashion know-how and luggage expertise

“With 'Tamaris by travelite', we are combining fashionable appeal with proven travel expertise”, explains Jens Beining, CEO of the Wortmann Group, to which Tamaris belongs. “Today's consumer doesn't want to compromise on either style or functionality. Together with travelite, we create travelling companions that look good, function reliably and fit in with a modern, mobile lifestyle.”

This long-term co-branding collaboration represents a clear brand fit: Tamaris provides the fashion and emotional perspective, while travelite is responsible for the technical implementation and product performance. The guiding principle of the collection is “Your Journey. Your Story.” – “Tamaris by travelite” is aimed at design-oriented, quality-conscious travellers and offers luggage in the mid-price segment.

“For us, the collaboration with Tamaris is an exciting step, as it enables us to address a new, fashion-conscious target group,” emphasises Alfred Gruber, Managing Director of travelite. “At the same time, we are expanding our portfolio with a collection that has a clearly distinctive design language of its own.”

VOYAAGE: launch collection from “Tamaris by travelite”

For the launch, “Tamaris by travelite” includes the VOYAAGE suitcase series with soft- and hard-shell products in several sizes and colourways. The range covers key travel occasions – from short breaks to long-distance travel – and follows a clear, distinctive design language.

The collection will be distributed via the **tamaris.com** and **travelite.com** online shops as well as selected specialist retail partners and addresses both existing consumers of both brands and new target groups in the fashion-conscious luggage segment.

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The “Tamaris by travelite” VOYAGE collection will be available from mid-April 2026.



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.

About travelite

travelite was founded in 1949 in Hamburg and is now one of Europe's leading manufacturers of luggage. The brand stands for quality, functionality and excellent value for money. With a broad product range from suitcases to backpacks, travelite develops well-thought-out products that make travelling easier and more comfortable, and distributes them worldwide.

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