

PRESS RELEASE

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CAPRICE takes over PETER KAISER, one of Europe's most traditional shoe brands

The Pirmasens-based shoe manufacturer CAPRICE has taken over the PETER KAISER brand – one of Europe's oldest and most renowned women's shoe brands. The Wortmann Schuh-Holding KG subsidiary will continue the unique history of PETER KAISER and retain the brand core, which is based on an excellent fit and high-quality materials but intends to update the collections and to price them more attractively.

With a clear focus on collection development, technical innovations and high-quality manufacturing, CAPRICE will rely on competitive and future-oriented footwear retailers as the distribution partners for both brands.

"In the upper mid-range segment, we already offer excellent value for money with CAPRICE. With the PETER KAISER brand, which is registered in over seventy countries worldwide, we will now also be able to offer this in the upper segment. The lower and the luxury genre are dominated by vertically integrated suppliers. The business that offers the highest potential for those of our retail partners that are not integrated into the vertical network lies between these, which is precisely where CAPRICE and PETER KAISER will be positioned," explains Jürgen Cölsch, managing director of CAPRICE Schuhproduktion GmbH & Co. KG.

The takeover of the PETER KAISER brand by CAPRICE not only promises a stronger positioning in the market for the company but also an extended product portfolio that unites the values of both brands.

"The integration of the PETER KAISER brand into our subsidiary CAPRICE's proven processes unlocks new growth and innovation opportunities. PETER KAISER's unique identity will be retained, though, whilst CAPRICE's core skills will be utilised to extend the collections and to offer the customers a wider range from the spring/summer season 2025 onwards," says WORTMANN Schuh-Holding KG CEO Jens Beining.

CAPRICE stands for "modern comfort" and has been synonymous with innovation and quality for decades. The company's products are a successful combination of tradition and modernity that has made it one of Europe's leading footwear manufacturers. PETER KAISER, Germany's oldest women's footwear brands with a history dating back to 1838, stands for "modern classic". PETER KAISER has conquered the hearts of shoe lovers all over the world. The brand represents outstanding craftsmanship and incomparable sophistication.

"I am pleased to be able to hand over the PETER KAISER brand to CAPRICE, and therefore also to the birthplace of Peter Kaiser, where it will have a successful future. With its production and development expertise, CAPRICE is the ideal umbrella for PETER KAISER, as it will showcase its products and high standards with regard to quality, fit and material at prices that represent unbeatable value for money," says PETER KAISER Operations GmbH manager Stefan Frank.

CAPRICE and PETER KAISER - two strong brands, one shared vision for outstanding, fashionable footwear with a perfect fit. This takeover marks the beginning of an exciting journey into a promising future for style-conscious women all over the world.

Wortmann Group

The Wortmann Group, Detmold, primarily known for its Tamaris brand, is one of the largest shoe production and distribution companies in Europe and is considered the market leader for fashionable women's shoes. The collections are offered worldwide in over 70 countries and more than 15,000 shoe stores. In addition to the top brand Tamaris, the group includes the brands Marco Tozzi, CAPRICE, Jana and s.Oliver shoes. In addition, there is Novi Footwear International Co. Ltd. in Hong Kong, which counts numerous global retail chains and fashion brands among its customers. Internationally, the group has over 1,100 employees. Worldwide, about 30,000 employees produce for the Detmold company.

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