

# PRESS RELEASE

## TAMARIS

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### TAMARIS ROCKS THE STAGE WITH NICKI MINAJ AND JUSTIN TIMBERLAKE

**This summer, Europe's leading shoe brand Tamaris will be at home on the star stage. As part of the two biggest concert tours of the year — the Pink Friday 2 World Tour by Nicki Minaj and The Forget Tomorrow World Tour by Justin Timberlake — Tamaris is highlighting to millions of fans its position as a brand that celebrates, inspires and motivates women in all their diversity.**

From 23 May to 12 June, Tamaris was part of the Pink Friday 2 World Tour by Nicki Minaj, which visited 14 locations in Europe during this period. While fans eagerly awaited the arrival of their star, a screen on the stage was showing well-known Tamaris shoe ads. And that's not all: "The real goose-bumps moment before Nicki Minaj finally came on stage belonged to our emotive brand spotlight with the theme 'superpower', in which we use powerful images and moving words to motivate women to believe in themselves, to understand their strengths and weaknesses, and to allow space for their feelings", says Cathleen Burghardt, Head of Marketing at Tamaris. "This allows us to reach fans at the moment of maximum anticipation, also creating a powerful connection to the artist herself, who embodies self-confidence and individuality in a way that reflects the Tamaris brand positioning." In Germany, fans could experience the "Queen of Rap" in Cologne and Berlin. The other European concerts were in the Netherlands, Great Britain, France, Denmark and Sweden.

In addition to the powerful brand experience at concert venues, on Friday 7 June in Berlin Tamaris brought to life the "Pink Friday" concert motto on around 30 screens. Selected styles from the current collection transformed the Uber Arena and surroundings into a pink paradise. From the moment visitors arrived by train or underground, they were greeted by Tamaris campaign imagery on various big screens, showcasing the pink shoes with the iconic hangtag in spectacular fashion. In the forecourt, 21 simultaneous screens with all sorts of pink shoes got fans in the mood for the concert theme — from sneakers, to pumps, to mules. And all with an unwavering focus on the Tamaris mission of inspiring and encouraging every woman in her individual style.

From 26 July to 7 September, Tamaris goes straight on tour for its next concert highlight: Justin Timberlake's Forget Tomorrow World Tour. In Germany, fans can see this pop star in Cologne, Berlin, Munich and Hamburg. Once again, Tamaris has a visually stunning 30-second feature immediately before the main set begins. The film is entitled "Be yourself" and shows strong women who forge their own path, stand up for themselves, and won't let anyone hold them back.

"As part of our brand engagement, we are always looking for new ways to use media channels to make an emotional connection with our target audience and boost brand loyalty. Recently this has included cinema ads and podcasts — and now for the first time it's concerts", says Cathleen Burghardt, explaining the strategy. "Concert tours by international stars are an opportunity for us to bring an auditory and visual experience of Tamaris to a massive and highly involved audience, creating memories that will no doubt be with them for a long time."

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### **About the Wortmann Group**

The Wortmann Group, based in Detmold, is primarily known for the Tamaris brand. It is part of the largest shoe manufacturing and sales enterprise in Europe and is the market leader for fashionable women's shoes. The collections are available in over 70 countries globally and in more than 15,000 shoe shops. As well as the leading brand Tamaris, the corporate group includes the brands Marco Tozzi, Caprice, Jana and s.Oliver shoes. Novi Footwear International Co. Ltd. in Hong Kong is also part of the group and has numerous global retail chains as its customers. Internationally, the group has over 1,100 employees. Global production for this Detmold company involves a workforce of approx. 30,000.