

# PRESS RELEASE

## FOR TAMARIS

---



### TAMARIS LAUNCHES NOWANA, A NEW HIGHLIGHT WITHIN THE SNEAKER RANGE

Sporty lifestyle meets feminine detailing and impressive added value - for an all-round light feel.

**With Nowana, Tamaris is launching a lightweight sneaker that testifies to a new identity, while at the same time bearing the popular shoe brand's unmistakable signature style. This product launch marks an important milestone in Tamaris' strategic orientation. The international launch is to be accompanied by a campaign that is unique in the brand's history.**

"The introduction of Nowana is a central component of our strategy to further develop the Tamaris brand with a shift towards a casual and sporty style - without neglecting our feminine DNA, for which we have been known and loved for decades," says Jens Beining, CEO of the Wortmann Group, explaining the story behind the shoe. "We are seeing an increasing demand for comfortable yet stylish sneakers that reflect the spirit of the times. With Nowana, we offer precisely that: light weight, lifestyle, and femininity in an outstanding product."

The central design element of the shoe, which took over a year to develop, is the wave-shaped structure of the outsole, which is not only visually impressive, but also functional: the wave-like recesses reduce the weight of the sneaker, which tips the scales at just 250 grams (size 37), and provide cushioning that you can really feel. In addition, the curved design, which can also be found in other areas such as the embroidery and heel cap, gives the shoe a soft, feminine aesthetic. The fashionable colour constellations featured in the nine Nowana styles make a real fashion statement as part of both sporty and feminine looks.

The result of the intensive design process is a unique Tamaris sneaker that confidently positions itself within the sporty lifestyle segment - a novelty within the wider collection. This is also where the name "Nowana" comes from, which is derived from the Latin "Nova" ("new"), with the intentional use of the "W" alluding to the characteristic wave shape.

Tamaris is also breaking new ground in its marketing, which, in addition to the brand's iconic, product-focused campaign look, also places the product's features centre stage for the first time ever. These are showcased to striking effect via a needs-orientated claim: "Easy In. Feel Fresh. Move Light.":

#### **EASY IN**

Thanks to the elasticated lacing, these trainers are easy to put on and take off without time-consuming lace tying. The soft materials of the padded tongue and heel cap nestle gently against the foot and prevent pressure points.

## **FEEL FRESH**

The breathable mesh upper ensures optimum air circulation, keeping your feet fresh all day long. Meanwhile, the OrthoLite® insole with its moisture-absorbing properties also ensures perfect conditions inside the shoe at all times.

## **MOVE LIGHT**

The cushioning effect of the dimensionally stable OrthoLite® footbed works perfectly in combination with the flexible, springy sole. Its wave-like structure is not only visually appealing, but also delivers a noticeable rebound effect with every step.

With Nowana, Tamaris has succeeded in developing a product that is both stylish and functional. This is also emphasised by the new conceptual marketing approach, which positions the sneaker as a modern and versatile companion that will have wearers feeling light on their feet.

"Traditionally, our campaigns have been dominated by white as our brand colour, with a focus on the diversity of the collection - offering a suitable solution for every moment in a woman's life. With Nowana, we are treading new ground, with a bold new approach: for Spring/Summer 2025, a 'hero style' will dominate the brand perception at all touchpoints - not to be overlooked thanks to bright colour gradients that perfectly match the colourful palette of styles," explains Cathleen Burghardt, Head of Marketing at Tamaris. "The emotion-driven product presentation is complemented by strong fashion statements: inspiring 'Toe-to-Head Tamaris Looks' on a floating woman who embodies the lightness of the Nowana lifestyle with dynamic poses and fresh charisma."

With this visual language and the feature-based storyline: "Easy In. Feel Fresh. Move Light.", Nowana reach will extend beyond the usual Tamaris media mix this season. In order to reach and inspire a broad target group, the campaign also sets new standards in terms of the channels used, presenting Nowana via attention-grabbing out-of-home advertising, advertorials, and cinema spots, among other measures.

The marketing concept, the well thought-out design, and the features of the Nowana sneaker have already been the subject of intense discussion within the retail sector, leading to impressive sales figures in all markets. Jens Beining is confident: "The positive feedback on Nowana confirms that we are on the right track to establishing Tamaris as a leading brand in the casual segment. And I can already reveal this much: the Nowana story will continue in Autumn/Winter."

Nowana is available in stores and online at a price of €79.95 per pair (RRP).



### **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 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, s.Oliver shoes, Caprice, Peter Kaiser and Jana brands. The Group also includes Novi Footwear International Co. Ltd. which counts numerous global brands and retail chains among its customers. The group has almost 1,000 employees internationally. Production work for the company involves a global workforce of approximately 25,000 people.