



PRESS INFO

TAMARIS

TAMARIS SHAPES THE FUTURE TOGETHER STOREPARTNER-WORKSHOP INSPIRES NEW IDEAS FOR SUSTAINABLE SUCCESS

The last two days at Tamaris were all about working together to move forward: store partners from Germany and Austria came together at the Tamaris headquarters in Detmold to exchange ideas with the Tamaris team on current developments, strategic topics, and future prospects.

The store partner workshop focused on open dialogue, hands-on workshops, and new ideas for successfully developing the brand at all locations. It was attended by entrepreneurs who bring the Tamaris brand to life with a great amount of passion and commitment. This year's meeting was accompanied by a special anniversary: 20 years ago, the first Tamaris store opened in partnership – the beginning of a success story that is now being continued by a strong network of dedicated store partners.

„Meeting our Tamaris store partners in person is a win for us every time,” explains Jens Beining, CEO and managing partner of the Wortmann Group, which owns the Tamaris brand. „The honest feedback, strong sense of togetherness show just how much innovative power and community spirit there is in our network.”

The workshops focused on topics such as addressing customers at the point of sale, single-pair service, never-out-of-stock and platform offerings, as well as the collection and modern marketing and merchandising. As a team everyone shared practical experiences, developed new ideas, and talked about best practices – always with the goal of constantly improving the shopping experience for Tamaris customers and strengthening the brand for the future. “Our long-term store partnership is built on trust, entrepreneurial spirit, and a strong drive to keep the Tamaris brand constantly growing,” says Beining. “With this basis, we’re looking forward with confidence and making change happen—for more successful years to come.”

In addition to the new training initiative, the focus of the second day was on a future-oriented new loyalty program, which is intended to enable even more specific brand loyalty and personalized shopping experiences as the centerpiece of customer loyalty in the future. All participants took advantage of the exchange to identify opportunities and opportunities for implementation for their stores.

At the end of the workshop, the attending store partners summarized their impressions in the following statement: “We are very grateful to the Wortmann team for their open dialogue and valuable cooperation. They listen to us attentively, take our wishes and concerns seriously, and involve us directly in the planning process. Wortmann is always ready to put ideas into action and actively shape the future – something that is a rare exception in our industry today.”



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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 recognized 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. 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.