

PRESS INFO

TAMARIS



TAMARIS IS OFFICIAL PARTNER OF THE HELENE FISCHER 360° STADIUM TOUR – GOOSEBUMPS GUARANTEED!

When Helene Fischer enchants the stadium, Tamaris makes the moment complete: In 2026, the leading European footwear brand will be a partner of one of the year's most spectacular concert tours. To mark her 20th stage anniversary, Live Nation will produce an extraordinary 360° stadium tour for Helene Fischer from June 10 to July 17, 2026, featuring 15 concerts. The tour itinerary includes nine German cities as well as Vienna and Zurich.

With this tour, the exceptional artist is fulfilling a long-held dream: to be as close to her audience as possible, from every perspective. To that end, a 360° stage will be constructed at the center of each stadium, connected by walkways to four satellite stages. The entire field will thus become the performance area.

The popular footwear brand's partnership with the tour aligns with its commitment to supporting special cultural events that move people emotionally. Central to this are values such as confidence, quality, emotion, and style, which appeal to a broad audience. "Today, brands grow not only through products and performance, but also through excitement, belonging, and the courage to spark emotions," explains Cathleen Burghardt, Head of Marketing at Tamaris. "This special anniversary tour provides the framework to gift our target group with impressive experiences. True to our brand motto 'Perfect for you in every moment,' we want to create memories that will stay in people's hearts for a long time."

Digital presence and emotional brand connection

For this activation, Tamaris is placing a clear focus on digital channels: social media, targeted online campaigns, and interactive formats will let fans experience the tour up close – from the anticipation through to the memories. The goal is to translate the resulting brand awareness into brick-and-mortar retail as well, deliberately strengthening the link between D2C initiatives and retail partners.

"This partnership with a singular artist and the unique 360° live concept gives us the opportunity to reach a highly engaged audience at the most emotional moment of their year," says Jens Beining, Managing Partner of Wortmann Schuh-Holding KG and CEO of Tamaris. "Consumers today expect more than good products – they seek a deeper connection to the brand, inspired by authentic experiences that entertain and move them. By being part of this anniversary tour, we are creating precisely such moments and a bond that will resonate far beyond the concert evening."

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Photo Credit: Sebastian Balz

Left to right: Marek Lieberberg (Managing Director, Live Nation), Cathleen Burghardt (Head of Marketing, Tamaris), Helene Fischer, and Jens Beining (Managing Partner and CEO, Wortmann Schuh-Holding KG) at the press conference in Munich on November 12, where the partnership was announced.

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.