

PRESS INFO

TAMARIS



TAMARIS LAUNCHES FUTURE OFFENSIVE TO STRENGTHEN RETAIL WITH INVESTMENT OF OVER 100 MILLION EUROS

With an investment of over 100 million euros, Tamaris is launching the most ambitious future offensive in the company's history. The budget is channelled into increasing brand awareness, relevance, and appeal, with a clear focus on attracting more people into physical stores, stimulating demand, and increasing sales for its retail partners in the long term.

At the centre of the campaign is a clear promise to specialist retailers: better earnings opportunities and merchandise with a significantly faster turnover. For the AW26 season, Tamaris is once again improving its margin compared to AW25. "Margin is important for retailers - and we are continuously improving it. But it is equally important that goods are not left lying around and to see a new increase in sell-through rates," explains Jens Beining, Managing Partner of Wortmann Schuh-Holding KG and CEO of Tamaris. "We are delighted that the many measures and services already implemented have been so successful – but we want to do even more for the retail sector: we are creating demand that is benefiting retailers. We are investing heavily in the brand so that our retail partners can continue to enjoy above-average success with us."

The strategic focus of the future offensive:

1. Brand experience to increase sales

The initiative integrates mass-reach efforts, digital touchpoints, and localised targeting to channel the attention directly to our partners' stores. "It's not just about visibility, but about real added value for our partners: brand relevance that creates buying impulses and increases sales," emphasises Cathleen Burghardt, Head of Marketing at Tamaris.

2. Building customer loyalty and bringing them back to high-street stores

In 2026, Tamaris will also launch a loyalty programme that allows for personalised approaches and relevant offers. One of the declared goals is to increase repeat sales and significantly increase return rates to partner stores.

3. Winning over new target groups

With the men's shoe sub-brand TMRS MEN by Tamaris, the brand is tapping into additional consumer segments. This complements the existing product range, increases sales per square metre and creates cross-selling opportunities. The brand is not losing sight of its strong core target group of women, however: the expansion complements, rather than replaces, and strengthens Tamaris as a lifestyle brand.

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4. International appeal

The targeted strengthening of the European core markets in the coming years will increase the radiance and impact of Tamaris. By boosting the brand's presence and desirability, all its retail partners will benefit.

5. Great brand moments as frequency drivers

Collaborations such as the recently announced partnership with the Helene Fischer 360° Stadium Tour 2026 connect Tamaris with millions of people. The brand channels this emotional attention into clear incentives to visit stores, with campaigns, in-store promotions and activities, and prize draws, thereby boosting sales.

Looking ahead - a campaign that reaffirms our commitment to specialist retailers.

This largest brand and retail initiative in Tamaris' history is a clear commitment to retail partners and joint value creation. Continuously improved trade margins, targeted demand programmes and the strengthening of the brand as a frequency driver at the point of sale all work together to achieve this. Tamaris therefore focuses consistently on the power of a strong brand to stimulate trade. This creates long-term support from which its partners directly benefit in their day-to-day business, both now and in the future.



Cathleen Burghardt (Head of Marketing Tamaris) and Jens Beining (Managing Partner and CEO of Wortmann Schuh-Holding KG) present the brand's 100 million euro future offensive to strengthen retail performance

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.