

A patented insole by Tamaris revolutionises walking on high heels.
'Heart & Sole' is a profession of love for high heels. Uncompromising.

What is the secret of perfect high heels? Tamaris has discovered it and is now set to reveal a whole world of unimaginable wearability in the coming autumn/spring season 2017. At the heart of this patented technology is an insole, developed together with orthopaedists, that will revolutionise walking on high heels. 'Heart & Sole' stands for an uncompromising love of high heels. Every day, all day!

The patented insole provides a solution for women who like to wear high heels in everyday life. "We want to let every woman feel sexy and feminine in high heels without experiencing discomfort", says Ellen Haselaars, Innovation Manager at Tamaris and responsible for developing the 'Heart & Sole' line. "All they need is the right insole in their shoes. Let's admit it. Shoes are close to the hearts of women everywhere."

Ellen Haselaars got together with orthopaedists to identify three areas of the sole that stop any pressure points from placing a burden on the foot. The first area eases any pain in the ball of the foot where most women feel the pressure, while the second point supports the natural arch of the foot. The third area helps to spread the weight evenly across the high heels and therefore to take the strain off the ball. The velours insole itself ensures perfect wearability owing to its flexible and shock-absorbent materials.

There are 17 models in the first 'Heart & Sole' collection by Tamaris, and they will be launched in the upcoming autumn/winter season 2017 – including high heels and booties in different materials and with heel heights of between five and twelve centimetres. The result: a timeless collection of wearable high heels for any occasion. The models all have an outsole in striking bordeaux, which ideally presents the loving details of these diminutive highlights: there is a golden heart with the monogram H&S beneath the sole, along with the claim "*For the love of elegance.*" This claim reflects the underlying idea of the entire collection and acts as a connecting link between the shoe design, customer communication and the overall marketing concept. The consumers will find out what all this looks like in July 2017. That's when the collection will go on sale at selected retailers and in online shops.

Press contact:

Jennifer Zabel

Phone: +49 (0) 52 31 / 605 – 324

Fax: +49 (0) 52 31 / 605 - 236

E-mail: jennifer.zabel@wortmann.com