

PRESS INFO

TAMARIS



TAMARIS LAUNCHES SUSTAINABLE COLLECTION

With the new collection line GREENSTEP, the brand is demonstrating its attitude, responding to the challenges of the times and expanding its portfolio to include timeless shoes produced in a resource-saving manner.

Under the motto "We do our best!", the brand is assuming more and more ecological and social responsibility on the way to more sustainability and a responsible shoe print. In the spirit of sustainability, the brand is consciously taking this path not in a sprint, but rather as a marathon step by step.

TAMARIS GREENSTEP is integrated into the brand architecture as a collection line and supplements the product portfolio with particularly responsibly developed styles. It stands for timeless shoes that last well beyond one season and are produced in a way that conserves resources as far as possible. Along the entire value-added chain, responsible action is demonstrated and new ways are sought in order to always be a little bit better. The aim is to make small and big changes that will contribute to a better world in the long run.

Jens Beining, CEO of the Wortmann Group, about the background: "As a family business, we have been taking responsibility for years and are already taking far-reaching measures to reduce our consumption of water, energy and other resources, to avoid waste and to combat climate change. Of course, the path to more sustainability works even better together. For this reason, we want to follow it together with our end consumers and business partners by seeking dialogue. We want to know what they are interested in and what products they want. Our goal is to learn together and improve ourselves daily, whether in processes or product design. Sustainability begins on a small scale – for everyone and with every step."

All models are characterized by responsible processes in the areas of production, social affairs and transport. In addition, responsibility is demonstrated on the shoe itself through the use of recycled PET and water-based adhesives, and a distinction is made between leather and innovative materials such as Apple Skin. In total, TAMARIS GREENSTEP comprises ten models in the price ranges from 59.95 EUR to 120.- EUR. Further details about the collection and the materials used can be found in the enclosed brochure and video.

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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 the market leader for fashionable women's shoes. Its collections are available in over 70 countries and more than 15,000 shoe shops all over the world. In addition to the leading brand Tamaris, the group also owns the Marco Tozzi, s.Oliver shoes, Caprice and Jana brands. The Novi Footwear Fareast Ltd. brand in Asia is another Wortmann Group company. The group employs over 1,100 staff internationally. Production work for the company involves a global workforce of approximately 30,000 people.

Press contact: Marleen Koppert | E-Mail: marleen.koppert@tamaris.com | Phone: 0049 5231 605 4428