

PRESS RELEASE

FOR TAMARIS



TAMARIS MAKES A STRONG STATEMENT AT THE BEGINNING OF THE YEAR WITH THE OPENING OF ITS FIRST FLAGSHIP STORE AT THE PARIS OPERA HOUSE

The year 2024 begins with a highlight for Tamaris: The brand's first flagship store opens in the immediate vicinity of the Paris Opera – one of the cultural heartbeats of the city. An important strategic step to further establish itself as the leading commercial fashion brand in France, but also globally.

Tamaris has deliberately chosen one of the most exposed locations that Paris has to offer. The "Triple A" location in the immediate vicinity of the Opéra metro station not only promises excellent visibility and accessibility – with its presence in the midst of top international brands and tourist hotspots, Tamaris is also making a strong statement to the global audience that frequents the French metropolis. The prestigious store is located in a historic building. A large LED wall above the entrance acts as a highly visible outdoor advertisement that draws passers-by into the brand's spell with emotional moving images. Upon entering, the multi-faceted product portfolio opens up, which includes the Tamaris licence range as well as shoes.

"At this prestigious location near the legendary Opéra Garnier, the 130 m² flagship store offers the perfect backdrop to present the world of Tamaris products in an exclusive ambience. And the Paris showroom in the same building will also offer our customers a unique experience," says a delighted Gwenaél Le Gouallec, Country Manager for Tamaris in France, about the opening. Together with system partner Stéphane Mordowicz (Groupe SMC), who will operate the store, Le Gouallec intends to continue the strategic expansion in France, one of the brand's most important export markets. As an established partner of the Wortmann Group, Mordowicz already operates several Tamaris stores in France and brings extensive expertise to the project.

The specially developed look and feel of the store is characterised by lots of white space, warm colours and a minimalist design – for a modern feel-good atmosphere that invites you to linger. At the same time, the store concept is based on a familiar brand experience that clearly focuses on the product, as is usual with Tamaris. Digital touchpoints that extend current campaign content onto the sales floor provide additional inspiration and an atmospheric ambience. "A bricks-and-mortar store still offers the unique opportunity to experience a brand with all your senses and interact with it directly. Our declared aim is to optimally utilise the advantages of both worlds – digital and brick-and-mortar – and to combine them to create a seamless shopping experience," explains Cathleen Burghardt, Head of Marketing at Tamaris. "The Paris flagship store sets a new course for the Tamaris in-store shopping experience and thus represents an important strategic investment in the future of the brand."

15th JANUARY 2024

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TAMARIS STORE PARIS OPÈRA

49 Av. de l'Opéra

F – 75002 Paris

Opening times:

Mon. – Thurs. 10:00 – 19:30

Sat. 10:00 – 20:00

Sun. 11:00 – 20:00

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, Caprice, Jana and s.Oliver shoes brands. In addition to this, there's Hong Kong-based Novi Footwear International Co. Ltd., which counts numerous global retail chains among its customers. The group employs over 1,100 staff internationally. Production work for the company involves a global workforce of approximately 30,000 people.