

# PRESS RELEASE

## Wortmann Group Detmold

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25th August 2020

### Future driver digital fairs - **DIGITAL BRAND DAYS by Wortmann Group**

**A coffee break with the CEO - the brands of the Wortmann Group invite you to the next digital in-house fair from August 26<sup>th</sup> 2020 until August 27<sup>th</sup> 2020.**

After the success of the Garda Days - the first digital in-house fair of the Wortmann Group - the Digital Brand Days will now continue.

Starting tomorrow, August 26th 2020, national and international customers will be able to discover the collection themes for Spring/Summer 2021 of all brands for 2 days and also listen to marketing and trend presentations. This will be complemented by collection updates for Autumn/Winter 2020 and special trade fair features.

For Jens Beining digital trade fairs are the drivers of the future:

"The decision to focus on digital trade fairs is trend-setting for the entire Wortmann Group with its brands Tamaris, Marco Tozzi, s.Oliver shoes, Caprice and Jana".

Despite Corona, Jens Beining believes that being close to customers is more important than ever before: "My offer to meet for a coffee break should symbolize closeness and transparency to our customers. In the current situation, digital trade fair formats are an important alternative in order to be there for the retailers in the best possible way in spite of the physical distance".

If you are interested you can register using the following link:

EN: <https://www.wortmann-group.com/en/digital-brand-days>

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**Tamaris**

MARCO TOZZI

**CAPRICE**  
walking on air

**Jana**<sup>®</sup>

**s.Oliver**

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## Wortmann Group Detmold

25th August 2020

26. - 27.08.20

### DIGITAL BRAND DAYS BY WORTMANN GROUP

Event Programme Wednesday, 26 August 2020			Event Programme Thursday, 27 August 2020		
09:15 a.m.	Welcome Digital Brand Days	Jens Beining	09:15 a.m.	Welcome Digital Brand Days	Jens Beining
09:20 a.m.	Special Fair Deals Autumn/Winter 2020	Giovanni Locatena	09:20 a.m.	Special Fair Deals Autumn/Winter 2020	Giovanni Locatena
09:30 a.m.	Fashion Trends Forecast Spring/Summer 2021	Wortmann Group	09:30 a.m.	Recycled P.E.T. – Our approach to sustainability	<b>Jana®</b>
10:00 a.m.	Who are you? – Marketing presentation	<b>Tamaris</b>	10:00 a.m.	Realignment – Family Brand	<b>s.Oliver</b>
10:30 a.m.	About Leather	<b>CAPRICE</b>	10:30 a.m.	Coffee Break with Jens Beining	Wortmann Group
11:00 a.m.	Special Fair Deals Autumn/Winter 2020	Wortmann Group	11:00 a.m.	Just because – Brand presentation	<b>MARCO TOZZI'</b>
11:30 a.m.	Earth Edition – for a sustainable tomorrow	<b>MARCO TOZZI'</b>	11:30 a.m.	GreenStep – Step by Step towards the future	<b>Tamaris</b>
12:00 p.m.	OrthoLite – New Product Technology	<b>s.Oliver</b>	12:00 p.m.	Special Fair Deals Autumn/Winter 2020	Wortmann Group
12:30 p.m.	Break		12:30 p.m.	Break	
13:00 p.m.	Recycled P.E.T. – Our approach to sustainability	<b>Jana®</b>	13:00 p.m.	OrthoLite – New Product Technology	<b>s.Oliver</b>
13:30 p.m.	Just because – Brand presentation	<b>MARCO TOZZI'</b>	13:30 p.m.	Earth Edition – for a sustainable tomorrow	<b>MARCO TOZZI'</b>
14:00 p.m.	Special Fair Deals Autumn/Winter 2020	Wortmann Group	14:00 p.m.	Special Fair Deals Autumn/Winter 2020	Wortmann Group
14:30 p.m.	Coffee Break with Jens Beining	Wortmann Group	14:30 p.m.	About Leather	<b>CAPRICE</b>
15:00 p.m.	GreenStep – Step by Step towards the future	<b>Tamaris</b>	15:00 p.m.	Fashion Trends Forecast Spring/Summer 2021	Wortmann Group
15:30 p.m.	Realignment – Family Brand	<b>s.Oliver</b>	15:30 p.m.	Who are you? – Marketing presentation	<b>Tamaris</b>

**KEY FACTS:** - On 26/27 August 2020 from 9:00 a.m. to 16:00 p.m. alternating content on Digital Fairs web portal  
 - Collection presentations and further information of our different brands at the relevant digital stands  
 - Personal appointments per video call from the showrooms of the brands with your relevant contact person

 **Book your appointment now**

### 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.

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