

On the road to success – the Tamaris system partnership with new store concept

The new and innovative Tamaris 2.0 retail concept has now established itself. Of a total of 300 international locations, 73 store owners are already happy with the new concept and believe in the success of the Tamaris system partnership. Among them are top locations such as Vienna, Paris, Luxembourg, Nice, Athens and Moscow. The Brussels store has also been at its new location since mid-October and owner Marc Timmermans is confident the new design is a winner.

The new Tamaris Store has opened its doors at the most prominent location in Brussels – the new "The Mint" shopping centre, right across the street from the Opera House. Previously located on Nieuwstraat, the store is not only moving to a new location but also into an innovative and modern store concept in tune with the times. Marc Timmermans, owner of the TimTam BVBA and operator of seven Tamaris Stores has invested and is happy with the success of the first few months: "The new store concept is very future-oriented. The interplay of colours and materials, coupled with the innovative shop design allow us to welcome our customers in a very inviting and inspiring way. The new concept is more dynamic thanks to the large screens and gives us an excellent area for storytelling at the PoS. In comparison to the previous store design, we have been able to increase the length of stay and generate better additional sales, leading to record sales growth. We are very pleased with the first few months since the opening and are optimistic about what the future holds. The Tamaris system partnership is a unique franchise model, which is excellently positioned for the future and unites the online and offline topics of trade."

Jens Beining, CEO of Wortmann Schuh-Holding KG, is also pleased: "Customer demands have noticeably changed in recent years. I am convinced that we have taken an important, trendsetting step with the new store concept. Moving forward, it will be more important than ever to focus on customer needs and have an inviting bricks-and-mortar shopping experience a customer is happy to linger in. I am very optimistic about the future because we know we have competent partners at our side, have promoted a modern store concept and many trendsetting omni-channel themes. Our global expertise and the specialist local knowledge of our partners – this is what makes our system partnership so alive."

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