

# PRESSINFO

## TAMARIS PURERELAX

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### NEW PRODUCT LINE: TAMARIS UNITES FASHION AND COMFORT

***Tamaris PureRelax* is the answer to changing customer demand. With this line, fashion and comfort come together in perfect symbiosis.**

Bearing all the **fashionable hallmarks** of the Tamaris brand, the *Tamaris PureRelax* designs excel with their outstanding **comfort** and **perceived value**. The choice of materials further serves to underpin these attributes. The select, particularly high-quality nappa materials of the shaft are complemented by a stretch lining, delivering the ultimate in softness and comfort and ensuring every shoe conforms perfectly to the individual shape of the foot. This flexibility also makes the shoes ideal for broader feet and features **RELAX FIT**. The **footbeds** in every *Tamaris PureRelax* shoe are **removable**. Individual insoles can be inserted as required to meet the needs of every woman. The target customer is the modern woman aged 35 and over.

The *Tamaris PureRelax* models range from trendy sneakers and fashionable lace-up shoes over to sandals, ballerinas and slippers. Lilac is the key colour running through the *Tamaris PureRelax* collection. Hangtags and **lilac insoles** are used to identify the product.

The first collection for the spring/summer season 2019 goes on sale with **19 options**. The summery colour themes of the *Tamaris PureRelax* models are **feminine pastel shades** such as soft rosé, lilac or grey as well as **earth tones** and the **universal colours** black and white.

Tamaris system partners and customers have already given initial, very positive feedback. Not only are they tapping into a new target group, they are also benefiting from higher dealer margins based on a very good calculation.

