

PRESS RELEASE

TAMARIS



TAMARIS LIFESTYLE BRAND – MOST IMPORTANT LICENCE REASSIGNED Tamaris assigns textile licence to Medico

The Detmold-based Wortmann Group has reassigned the textile licence for the Tamaris brand. From the Spring/Summer season 2023, medico sports fashion GmbH will act as the Apparel licence holder for Tamaris. Through the new fashion collection, the Tamaris brand will be comprehensively presented, offering women the appropriate head-to-toe look to suit every moment. This represents an important milestone in transforming the perception of the brand from that of a show brand to that of a lifestyle brand.

In future, Tamaris will not only have the perfect shoe for every moment, but also the perfect outfit – tailored to women's differing requirements and lifestyles. In cooperation with OTTO, Tamaris already launched a textile collection two years ago via both companies' online channels, with visible results – the development of the collection with an increased focus on lifestyle and a clear outfit concept. With the Quakenbrück-based Medico Group, the Wortmann Group now has a new and experienced licensing partner by its side, with a view to taking the next step with its fashion collection. As a lifestyle brand, Tamaris aspires to appeal to its customers' emotions, to support them as they navigate their feelings, and to become an established fixture within their wardrobes. "With our products, we are gaining access to personal moments in the lives of women. In this way, we are gaining experiences that lend identity to the brand," says Jens Beining, CEO of the Wortmann Group. With the correct garment, Tamaris will in future be better equipped to help in these moments, creating complete looks that women, with their many differing facets, will want to adopt as their own. The focus here is placed on producing a product range that is built around the worlds in which our customers live, and one that strengthens their self-image. As an expression of individuality and personality, fashion is an inextricable part of this.

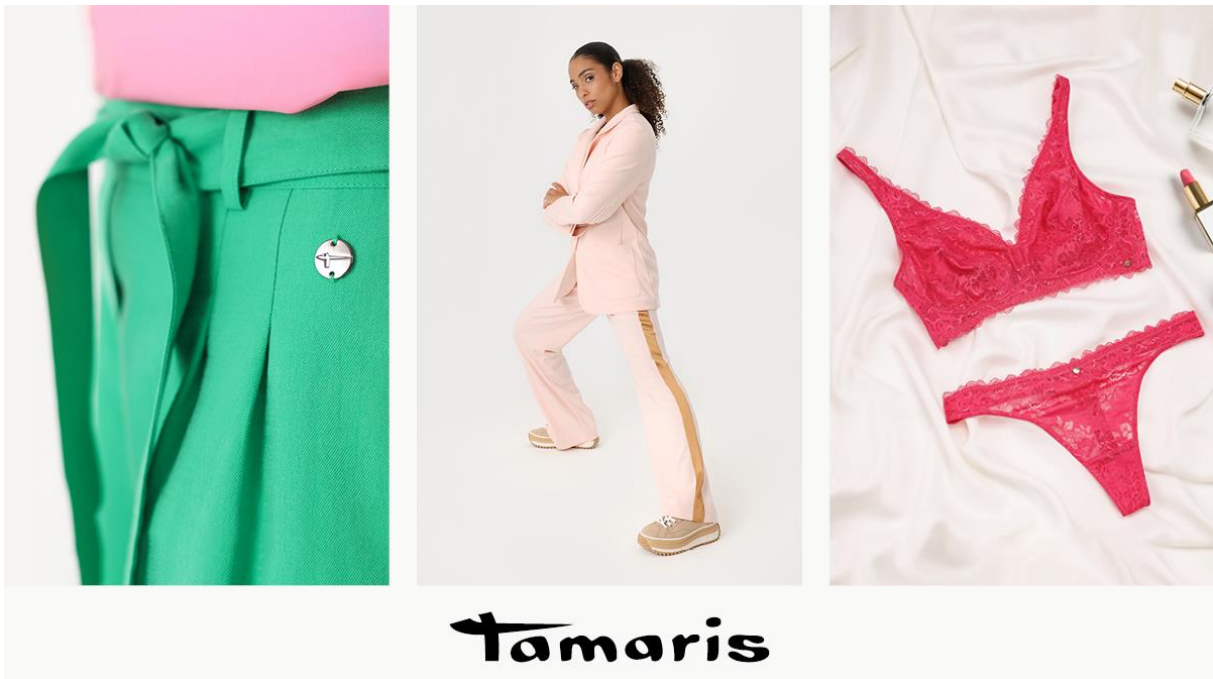
With the Medico Group, Wortmann wants to elevate the fashion licence for Tamaris to a new level in Spring/Summer 2023. The subsidiary, which belongs to JCK Holding, is responsible for the development, production, sales, and marketing of the Fila brand (functional sports apparel, lifestyle products, shoes, and accessories) within Continental Europe. What's more, the Medico Group has secured all international rights to the premium René Lezard brand. The shared objective is to further develop Tamaris as a lifestyle brand, on every level. In addition to the fashion licence, the Medico Group is also acquiring the global brand rights for the Tamaris brand's textile accessories (beanies, hats, scarves). The product portfolio is also being expanded with swimwear and lingerie. "Our lingerie collection is something that is brand new for the Tamaris brand, and will hit stores for the first time in Spring/Summer 2023," clarifies Petra Stürenberg, CEO of medico sports fashion GmbH. "The focus was clearly on quality and workmanship. Seamless, barely noticeable underwear, which clings to the body of any woman and has been produced from sustainable materials using a special seamless technology, ensuring maximum comfort. A truly special product for women!" On the basis of brand-related specifications, the Medico Group is assuming control over the design, development, production, and marketing for these lifestyle categories.

Through the continuous development of the business model with the company's in-house design team, through sourcing and the optimal organisation of procurement, the Medico Group is proving itself to be the perfect partner with which to successfully introduce and market a global licence within the market. Self-managed production locations in Europe and the Far East ensure the level of reliability and flexibility that are required in these times. Our newly founded organisation in Turkey was only established within the past six months, and guarantees short transport routes and fast delivery times. As a result, we are able to act on a market-independent basis and are thus equipped to install a functioning supply chain within Europe," explains Markus Beuse, Managing Director of medico sports fashion GmbH.

A well-coordinated sales team will also market the lifestyle collections within the core Tamaris markets beyond European borders. Here, the focus is on the development of strategic (system) partnerships and the positioning of the Tamaris brand with large fashion and department stores – both nationally and internationally. With a view to ensuring a long-time partnership, the Medico Group also wishes to offer partnership-based retail surface solutions, alongside fair pricing: “Tamaris shop-in-shop concepts ensure a standardised brand presence and comprehensive service surrounding the product. In spite of the tense situation within the global market, customers will get good value for money,” summarises Alexander Haß, Head of Sales & Marketing for the Medico Group. The core price points for the full range of women’s apparel lie between €25 and €140, with winter jackets priced at up to €250.

By dividing the collection into different style and price-based categories (Classic, Modern and Trend), the Medico Group hopes to appeal to women with differing lifestyles in a more targeted manner. “We are planning two main collections, as well as seasonal Flash collections that will reflect fashion trends. For the revenue-generating best-selling items, we will also provide a select NOS range,” adds Haß. The first main collection for Spring/Summer 2023 will ship in January and covers two bold and expressive collection themes, which are to be eagerly anticipated within retail stores. Alongside jackets as statement pieces, and trousers as part of an NOS business range, the collections will also contain dresses, as no other garment better accentuates a woman’s femininity while also remaining suitable for every occasion.

OTTO shall remain the sub-licensee for the own-brand sales channels. The Medico Group has already been issued with the starting signal for the Autumn/Winter 2022 season, with Tamaris textile accessories. To this end, new office spaces have been created in Düsseldorf with an adjacent showroom on Kaiserswerther Straße. Additional showrooms in Hamburg and Munich are currently in the planning phase – the optimal conditions under which to get the textile collection off to a flying start. There is one thing of which those in management are already certain: here, we have two internationally successful family companies that have come together with a view to setting off on a shared path with the Tamaris brand. The path to the lifestyle brand.



About the Wortmann Group

The Wortmann Group, Detmold, known primarily through its Tamaris brand, is one of the largest shoe manufacturing and sales companies in Europe, and is a market leader in fashionable ladies’ shoes. Its collections are sold worldwide, in more than 70 countries and more than 15,000 shoe shops. In addition to its top brand, Tamaris, the corporate group includes the brands Marco Tozzi, Caprice, Jana, and s.Oliver shoes. Added to this is Novi Footwear International Co. Ltd. in Hong Kong, which includes numerous global retail chains among its customers. Internationally, the Group has more than 1,100 employees, while approximately 30,000 workers around the world produce for the Detmold-based company.