

# PRESS INFO

## TAMARIS

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## TAMARIS WINS GERMAN BRAND AWARD 2020

**The Tamaris Fashletics collection line was awarded with the German Brand Award 2020 in the category "Excellence in Brand Strategy and Creation" by the German Design Council.**

The visuality of the collection line prevailed over the approximately 1,200 applications from around the world and was particularly convincing with its expressiveness, uniqueness and recognition value. With this award, one of the most important German brand prizes will go to the Wortmann Group in Detmold.

Marlena Hanke, responsible for the brand's creation area, explains the idea behind the innovative concept: "Tamaris Fashletics represents the perfect symbiosis for our customers: The combination of shoe, woman and explosion underlines the lightness of the models, but at the same time captivates with energy and dynamics. Paired with a pleasant body feeling, the fashionable styles not only strengthen the well-being but also the self-confidence".

Jens Beining, CEO of the Wortmann Group, adds: "In addition to the positive feedback from our retail partners, it is awards such as these that reflect the brand's success. They reward us for the hard work and passion that our team puts into the Tamaris brand. As teamwork is very important to us, we would also like to thank our advertising agency "MEN AT WORK", which has given us excellent conceptual support.

The German Design Council is an independent and internationally active institution that supports companies in efficiently communicating design and brand competence and at the same time aims to strengthen the design understanding of the general public. Together with the German Brand Institute, the foundation presents this unique award for outstanding brand management.

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*From the left: Jens Beining (CEO of the Wortmann Group), Marlena Hanke (Creation Tamaris), Johanna Zys (Creative Director Men at Work Werbeagentur GmbH), Marek Grittern (Managing Director Men at Work Werbeagentur GmbH)*

### **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.