

# PRESS INFO TAMARIS

## **NEWD.TAMARIS – A STRONG PRESENCE IN THE PREMIUM SEGMENT**

**A clear focus on target groups, a selective sales strategy and a collection inspired by aesthetic minimalism – the result is NEWD.Tamaris. This premium collection will position Tamaris strongly in the fashion retail segment.**

A new decade has begun, time for change and breaking new ground. The path that NEWD.Tamaris is taking can best be described as a continuance of old traditions, whilst reaching out for the new. The Wortmann Group in Detmold will be exploring new territory using the experience and expertise of the Tamaris brand, giving it a makeover with a completely new lettering font and artistic concept.

NEWD. Tamaris is more than just a derivation of the word "renewed". More than the combination of the term "new dimension". NEWD is purism redefined. A premium collection with a clear sense of aesthetics and a passion for linear designs. Minimalist, but with the highest aspirations for quality. Confident, but down to earth. A clear style with something to say: Tamaris is breaking new ground!

The collection was developed with women in mind who are self-assured in their choice of style, brand and top quality. Women expressing a clean look, turning it into a genuine statement. This target group has very discerning purchasing habits, typified by a flair for identifying new trends and brand loyalty, selecting only products of consistently high value. The collection is all about progressive styles and straight-lined designs that are bold and uncompromising. In terms of quality, the Wortmann Group takes the Premium Collection to a new level, providing NEWD.Tamaris with the benefits of its long-term experience and well-established practices.

The new, punchy styles are accompanied by innovative and selective sales structuring, including points of sale chosen on an exclusive basis. NEWD.Tamaris sets out specifically to position itself in high-end fashion retailing. Each retailing partner has an outstanding reputation based on its exciting range of products, providing higher priced shoes sought after by extremely discerning customers.

Wortmann Group CEO Jens Beining regards NEWD.Tamaris as a new chapter in the Tamaris brand story: "This trading up is another, important stage of the long-term Tamaris strategy. A passion for shoes and the high level of trust enjoyed by our brand encouraged us to launch this new collection. Fact: The pressure on brands to constantly adapt to new challenges has never been greater. We have to be aware of the diversity of customer requirements, knowing what they want and where they shop. Being selective ensures success. Positioning ourselves in the Premium Segment and taking the brand to a new level is not an easy task, but we are determined to face up to this challenge."

**NEWD.**  
TAMARIS