

Tamaris

LOOKBOOK



Spring
Summer
2022

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NEW TRENDS. NEW TOPICS. NEW SEASON.

From countryside to the city. From especially comfortable to especially sustainable. By women for women - Tamaris launches into the new spring/summer season 2022 with a wide range of trends and themes.

We offer shoes that are perfect for every moment and from next season also for every altitude. Because when the hills are calling and the city responds, there's a fashionable echo: Tamaris. With an exclusive outdoor capsule that gears women up for the urban environment just as much as for the outdoors, we want to master the climb into the outdoor segment and clearly differentiate ourselves from the existing range with slimmer shapes and feminine lasts. The stylish hiking models impress with a lot of functionality and are just as suitable for the park around the corner or the local woods as they are for the ‚catwalk‘ in the mountains.“

Speaking of movement, the shared path to a responsible footprint also takes another step. In addition to recycled materials, the Tamaris GreenStep collection uses biomass from algae as a resource-friendly sole material as part of this season's collection for the first time. This means it makes a sustainable contribution to the preservation of ecosystems.

We also made a lasting impression on the jury of Germany's most coveted brand award. Our „outstanding brand work“ and the further evolution of our brand, which gives real women and their stories a stage, earned us the gold award in this year's German Brand Awards in the category „Excellent Brands: Fashion“. The step from white space into the living space of our female customers primarily takes place through our successful YouTube channel. Here, our heroes demonstrate to us their personal superpowers and take us on an exciting journey into their lives, telling unique stories of friendship, strokes of fate, or the path to self-love. Ever-present: our shoes as personal everyday companions, which reflect the current Spring/Summer trends. From pastel Miami vibes to bold platform sandals and new shoe creations made from sturdy canvas, summer is set to be exciting and refreshingly colourful.

Enjoy browsing through the models!

The Tamaris team

There's even more! Join us now
and click into fashion, service
and news. Follow us now!



Hot Topics

04-05 Love Brand

06-09 Outdoor Capsule

10-11 Sustainability

New
FOR ALL NATURE
FASHIONLOVERS



TO BECOME A
**Love
Brand**



FROM PURE PRODUCT COMMUNICATION
TO EMOTIONAL STORYTELLING

Product

A shoe, lots of white space and plenty of room for imagination - a strong product focus is the DNA of our brand. By reducing things to the barest necessities, we ensure a unique campaign look with high differentiation potential which has helped us to raise our brand awareness.



Women

Women are the ambassadors of our emotions, and create credibility, trust and orientation. As a brand we allow a look behind the scenes, making real women and their unique stories the protagonists of a new and emotional type of communication. We are continuously developing ourselves into a lifestyle brand with head-to-toe Tamaris looks.



Next Steps

We are taking a conscious step from our white space into the life of these women to tell authentic stories. The potential for identification lies in the connection of brand and emotions. This allows us an emotional repositioning of the brand.



**Women for women.
Inspire. Encourage.
Stand up for one another.
Together - in every
moment.**



A channel for all women

On our YouTube channel we give the product a face and use videos to tell a story. We set ourselves the task of providing a platform where women can share their exciting, empowering and inspiring stories. Each month, they take us on an emotional journey, whether the focus lies on friendship, hope or the feeling of home. Little words with big meaning, which are brought to life by our protagonists with their own personal stories.



TAMARIS WINS GOLD AT THE German Brand Award

Tamaris was awarded one of the most significant brand prizes in Germany: gold at the German Brand Award. Within the category „Excellent Brands: Fashion“, we managed to impress the judging panel with our clear, consistent design, and the development of our campaign:

„Clear design and consistent imagery: Tamaris has delivered exceptional branding work for many years. Now the business has taken the next step in the world of branding and is integrating real women as protagonists within new emotional communication, which offers new opportunities to appeal to target groups, especially in the digital world. This is done with confidence and showcases products with a high degree of independence and attention. A well-managed, optimally-developed brand, down to the digital details, with a clear future-oriented strategy.“



Nature Fashion- lovers

WANDERLUST CONQUERS
THE RUNWAY



WHEN **FEMININITY**
MEETS **FUNCTIONALITY**,
YOU CAN **FASHIONABLY** ESCAPE
INTO NATURE

OR JUST EXPLORE THE CITY.

—

NO MATTER WHERE YOU GO,
YOU'RE EQUIPPED FOR
ANYTHING.



When the mountains are calling and the city responds, there's fashionable echo: Tamaris. With an outdoor capsule, which is clearly differentiated from existing offerings through femininity and fashion, Tamaris is taking a bold step into the outdoor segment. The collection is aimed at women who like to move actively in the natural environment, while being dressed in style.



With our feminine hiking models, women are equipped for the park around the corner or the local woods as well as for the „catwalk“ in the mountains.



23759 354



25207 774

Facts

KEY-COLOURS: red marble, moss, sand, granite

SHOE TYPES: outdoor low-cuts, mid-cuts und high-cuts

MATERIALS: nubuck leather, recycled flyknits

TOE SHAPES: feminine, round, with a sharp twist

DETAILS: sporty silhouettes, feminine details on laces, lace holes or over the complete collar



THREE WAYS TO BE EQUIPPED FOR ANYTHING.



WALK is the perfect companion for a hike to explore nature. A functional shoe for flat terrain that also makes a real fashion statement in the city.



TRAVEL is a flexible all-rounder that can easily be stowed away when travelling. It is the perfect companion for medium hiking trails on mixed terrain.



HIKE is the perfect companion for ambitious excursions in wild landscapes. Whether it's a rocky or slippery surface, HIKE ensures comfortable hiking over long distances.



Femininity meets Functionality



OUR OUTDOOR TECHNOLOGIES

ELASTIC LACING

The loop at the end of the lace allows the elastic lace to be secured quickly and easily. The shaft adapts perfectly to any type of foot.

HEEL SUPPORT

Reinforced back counter that comfortably grips the most important part of the foot when walking. This provides maximum stabilisation of the foot on uneven surfaces.

2PROTECT

The reinforced toe cap 2Protect protects not only the foot, but also the upper material of the shoe from frontal impacts in the terrain.

COLD GRIP

The slip-resistant profile ensures a secure grip on wet and icy surfaces.

TERRA TRACTION

Soft, medium or hard: the mixture of the outsole varies depending on the terrain and ensures optimum grip on any surface.

FLEXADAPT

Soft midsole embedded in a robust hard-rubber shell: maximum comfort paired with maximum protection against impacts from any angle.

DOUBLE SOLE

Perfect for trekking tours: different material thicknesses in the midsole enable a stable walk with maximum comfort in the heel and ball area.

WATERPROOF FLYKNIT

The extremely flexible yet waterproof upper material ensures that feet stay dry – in every weather.

FASTRAP

Whether city or mountain: Fastrap is an inlay made of neoprene that can be pulled tightly onto the foot with a velcro fastener and released again in no time, depending on the local conditions.



From mountain sports to days exploring cafes and galleries, GORE-TEX footwear is designed for a wide range of activities. With optimized breathability and GUARANTEED TO KEEP YOU DRY™ protection your feet stay dry and comfortable, all day, all year round.

we do our best

STEP BY STEP TO MORE SUSTAINABILITY



Responsible action starts with small things - with each of us and with every step we take. We are treading this path to a better future together with our end customers and business partners. Our goal: to learn together and better ourselves on a daily basis, whether in terms of processes or our product design. For us, sustainability is a marathon, not a sprint. In addition to the sustainable aspirations of our product, we are continuously reaching new milestones that help us improve our impact on the environment:

PHOTOVOLTAICS THE SIZE OF A FOOTBALL FIELD

Boasting an area almost the size of a football field (7,000 m²), Wortmann has the largest contiguous rooftop PV system for in-house consumption in the entire region. The annual yield is equivalent to that of about 300 four-person households. Roughly 60 per cent of the energy generated will be used directly on site in the future, the rest will be fed into the public power grid.

CLIMATE-NEUTRAL TRANSPORT

In order to reduce the environmental impact of transporting our products, we have been transporting climate-neutral packages throughout Europe since 2016. This enables us to compensate for the CO₂ produced within the several thousand tonnes of exhaust gases. In addition, we consciously transport only a minimum by air freight and instead focus more on significantly CO₂-reduced sea freight.

VIRTUAL COLLECTION DEVELOPMENT

The entire process of development has also been made much more sustainable. A new 3D programme allows us to see our shoes in virtual animation during the design process, before they are even produced. This saves us samples, valuable resources, and a lot of time.

TOGETHER FOR A RESPONSIBLE SHOE PRINT.



Find out more on our corporate page at <https://www.wortmann-group.com/en/group/social-and-environmental-responsibility>

Step by Step

RESPONSIBLE IN PRODUCT
AND DESIGN



Tamaris
GREENSTEP

RESOURCE-FRIENDLY SOLES

For Tamaris GreenStep, we already use sustainable leather as well as recycled and innovative materials. Here we constantly ask ourselves what works and what really has a future. In addition to water-based adhesives, cork and recycled PET, biomass has been used in the production of outsoles for the first time this season.

BLOOM™

BLOOM™ is a material derived from algae that addresses a global environmental issue. The massive spread of algae is upsetting our ecosystems. Human-induced processes are to blame, leading to an accumulation of nutrients in our waters. Nitrogen and phosphorus - often waste products from industry and agriculture - create the ideal breeding ground for uncontrollable algae growth, which deprives the water of high amounts of oxygen and releases toxins. BLOOM™ makes use of the huge

For a long shoe life: The timeless design is intended to counteract unnecessary purchases.



supply of algae and has a positive effect on the existing abundance. Excess algae is taken from the ocean and heat processed into a flexible resin that contains a significant amount of algae biomass and bio-based additives. By adding BLOOM™, we are able to provide more environmentally friendly materials for the production of outsoles, while reducing the need for fossil raw materials such as petroleum. A sustainable solution to save valuable resources of our planet.



23792 718



23793 321

Facts

KEY-COLOURS: water lily, seaweed, sea grey, shell, sand

SHOE TYPES: sneakers, sandals, mules

MATERIALS: leather, water-based PU, BLOOM™, recycled PET, cork

DETAILS: patch with message: „Together for a better future“ on the tongue, sole detailing



New Collection

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Retro Runners

A JOURNEY INTO THE PAST



Seventies fashion often makes a comeback, but now the sports shoe from the crazy decade is also making a return. Monochrome looks meet reinterpreted retro runners in the fashion spring of 2022 and present a harmonious image with a nostalgic factor. The clean models impress with their casual retro design with rounded toes and flat cup soles and also make the perfect everyday companions for today.



Monochrome Sneakers - an important trend topic!



23798 418



23778 151

Facts

KEY-COLOURS: white, beige, ivory

SHOE TYPES: sneaker

MATERIALS: leather

DETAILS: monochrome colours, retro-looks



Canvas Creations

STURDY MATERIAL WHICH FEELS LIGHT TO WEAR



Off to new shores – canvas is what the shoes of our dreams are made of in spring. It remains an important material in the fashion industry and is a much-loved material for summer models due to its pleasant airy comfort and breathable properties. But new interpretations of the textured trend are already waiting on the horizon. Tamaris combines the permeable material with the hippest shoes into new „Canvas Creations“.



23730 418



23731 418

Casual summer boots and sneaker soles get a fresh look in neutral colours such as almond or ivory.



Facts

KEY-COLOURS: almond, ivory

SHOE TYPES: casual summer boots, new platform trainers, flat cup sole trainers

MATERIALS: canvas as key material

DETAILS: light-coloured uppers with black details



Light & Stylish

#FASHLETICS



Tamaris
FASHLETICS



Tamaris Fashletics combines innovative design with femininity. The result: a fashionable street style look to step lightly through every woman's day, setting neon-yellow accents in spring. This season, newly interpreted platform runners and transparent materials such as see through mesh provide exciting highlights.



23777 163



23729 622

The Bubble Sole Technology ensures optimum wearing comfort.



Facts

- KEY-COLOURS:** neon-yellow, black, beige
- SHOE TYPES:** retro runners, plateau runners
- MATERIALIEN:** see through mesh
- DETAILS:** bubble sole technology, layered soles



All about Comfort

#PURERELAX



Tamaris
PURERELAX



Soft colours and maximum comfort. Tamaris PureRelax masters the gap between fashionable looks and perfect fit.



Tamaris

Tamaris PureRelax pampers your feet from toes to heels. The collection combines stylish shapes and colours with high standards in terms of fit and quality. Thanks to the selection of particularly high-quality and soft materials and the unique RELAX FIT technology, the shoe adapts perfectly to the individual foot shape. All shoes are equipped with a removable footbed.



Highlight: woven detailing on the sole

23703 771



Comfortable fit for every type of foot.



High-quality, soft materials.



Removable footbed.

Facts

KEY-COLOURS: ivory, powder, sage, sorbet, sky

SCHUHTYPEN: sneakers with cup soles or runner soles, sandals

MATERIALIEN: smooth leather, nubuck, suede

DETAILS: woven details on sole and upper, perforations, monochrome visuals, metallic highlights, strobel designs



Platform Power

SANDAL MEETS PLATEAU



Bulky feet? Thick soles really do make ankles and calves look more delicate. Nice side-effect: the platform elongates the silhouette.

After combat boots and chunky sneakers, now comes the summer version of the platform trend: there's no getting around platform sandals this season. Sandals with a thick sole give off the 90s vibe on flat, open shoe types and show off the 'power of the platform'. The fashionable range stretches from elegant platform designs, through trekking elements to sporty versions with a grippy running sole. Stitched upper materials and voluminous loops provide feminine features. A must in this range: the thong sandal, one of the key pieces for next summer.



Platform sandal with padded straps

27208 737



27208 418

Facts

KEY-COLOURS: black, ivory, pale green

SCHUHTYPEN: platform sandals, sporty sandals, thong sandals

MATERIALIEN: nappa leather, nylon

DETAILS: padded uppers, voluminous loops



Miami Vibes

CHEERFUL COLOURS FOR MORE HOLIDAY FEELING



Tamaris greets the summer with a new pastel colour palette. The bright blue sky, the flamingos with their soft pink plumage and a refreshing lemonade in your hand - this is what happiness feels like, with a hint of Miami. Inspired by Ocean Drive with its colourful lifeguard huts, the multi-coloured signature of this collection creates a cheerful holiday atmosphere. Gossamer colours, barely there straps and pleated details provide the perfect stage for brown summer feet. This is what Happy Fashion feels like.



Yellow for a good mood: sandals in trendy soft lemon.



27110 880



28233 651

Facts

KEY-COLOURS: soft lemon, light blue, flamingo

SHOE TYPES: flat sandals, heeled sandals

MATERIALS: leather

DETAILS: thin or pleated straps





WORTMANN KG Internationale Schuhproduktionen
Klingenbergstraße 1-3 · 32758 Detmold · Germany
Jennifer Zabel · +49 (0) 5231 605 324 · jennifer.zabel@tamaris.com

tamaris.com