

PRESSINFO

TAMARIS



TAMARIS LAUNCHES NEW TEXTILE COLLECTION

As Tamaris develops into a comprehensive lifestyle brand, it is creating a textile collection of around 100 items for the 2020 spring/summer season. The well-known shoe brand has awarded the textile licence to the OTTO Group, which has designed the collection.

Tamaris is taking another step towards becoming a comprehensive lifestyle brand and is expanding its licence offering once again. From bags to jewellery, and luggage to glasses, a wide range of Tamaris products are already available on the market. For the 2020 spring/summer season, this well-known shoe brand has collaborated with the OTTO Group to develop a new textile collection. This brings the brand that bit closer to achieving its goal of offering its customers an integrated fashion portfolio.

The collection emphasises first-rate finishing, premium quality and a perfect fit. The Tamaris fashion themes that are the highlight of the shoe collection form the stylistic foundations for the design of the overall looks. The collection is structured around a blend of stylistic trends, basics and commercial evergreens. Important styles include dresses, shirts and blouses combined with denim and light summer knits. The collection offers a broad range of different styles, all offering fashion, style and feminine flair through floral and ethno prints, stripes and other designs. Brand appeal is characterised throughout the collection in the form of the T-stud, with the Tamaris T in a circle, ensuring recognition factor for all products. The collection is rounded off with a jacket range, including three outdoor jackets and a coat.

Not only does this brand offer a fabulous array of shoe designs, it now also has a versatile textile collection, which will attract a new fashion-focused target group. „We want to make the most of our brand appeal and apply this to other product areas in the fashion sector. Our aim is to constantly develop and expand our licence portfolio. Results over recent months constitute a significant step forward“, says Jens Beining, CEO of the Wortmann Group.

The entire collection will be available from 25/02/2020 at tamaris.com and otto.de. Prices range from 24,95 EUR for shirts and 69,95 EUR for dresses up to 199,95 EUR for jackets.

