

## PRESS INFO

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Wortmann Group Detmold

# Wortmann Group invites to virtual GARDA DAYS

## News, inspiration and exchange in a new format

Fair feeling reinterpreted! Since the Expo Riva, an important exchange and information event, cannot take place as usual this summer due to the Corona Pandemic, the Detmold family business is now launching a digital trade fair format instead.

With Tamaris, Marco Tozzi, s.Oliver shoes, Caprice and Jana, all brands of the Wortmann Group will be presenting the first topics of the Spring/Summer 2021 season as well as supplementary developments for the Autumn/Winter 2020 season on a specially developed trade fair website from 17th - 18th June 2020.

Within the digital format, customers not only have the opportunity to discover the latest collections and be inspired, but also to enter into a direct exchange with the brands. For this purpose, appointments for personal video conferences in the showroom are offered, which can already be arranged now. All customers have already received an invitation by e-mail in advance.

No B2B shop login is required to visit the exhibition site. To be able to help spontaneous visitors without an appointment, the tool also offers a live chat during the event.

For Jens Beining, CEO of the Wortmann Group, this measure is not only a reaction to the current situation, but also an great opportunity: " Even though we would have much preferred personal contact, the digital trade fair certainly offers advantages, for example in the form of greater flexibility for our customers. The large number of registrations already confirms that we can welcome significantly more customers this way than we would have had visitors during Expo Riva. For this reason, we are looking towards to the two-day event with great anticipation and expectation."



#### About the Wortmann Group

The Wortmann Group, Detmold, known primarily for its Tamaris brand, is one of the largest shoe production and distribution companies in Europe and is considered the market leader for fashionable women's shoes. The collections are offered worldwide in over 70 countries and more than 15,000 shoe shops. In addition to the top brand Tamaris, the group includes the brands Marco Tozzi, s.Oliver shoes, Caprice and Jana. It also includes Novi Footwear Fareast Ltd. in Asia. Internationally, the group has over 1,100 employees. Worldwide, about 30,000 employees produce for the Detmold company.