

PRESS INFO

10 July 2020

Wortmann Group Detmold

Future driver digital fairs - Wortmann Group relies on innovative communication platforms

The family-owned company from Detmold continues to break new ground and is now taking part in an online trade fair of the textile industry for the first time with its brand Tamaris. In addition, following the great success of the "DIGITAL GARDA DAYS", which were developed especially for this purpose, a second digital trade fair for all brands of the group is already in the starting blocks.

Digital trade fair formats are an important alternative in the current situation in order to support the retailers in the best possible way, despite the physical distance. Those responsible in Detmold recognized this early on and launched their own digital trade fair. Now, the participation in the "Digital Fashion Week by Fashion Cloud", an online trade fair for the textile industry, is the next promising step towards making contact not only with existing customers but also with a large number of potential new customers.

From 28 to 30 July 2020, retailers will have the opportunity to virtually get to know both the brand and the latest collections in brand sessions and live streams and to directly exchange ideas. In addition, visitors can access missed live presentations on demand and download 3D images and other information concerning orders.

Jens Beining, CEO of the Wortmann Group, sees the participation in the new event as a logical consequence of the chosen path: "Not only, but especially in these times, "thinking differently" is an important guiding principle of the Wortmann Group. The "Digital Fashion Week by Fashion Cloud" offers an extremely exciting opportunity to look further beyond the horizon. The advantages are obvious, because hardly any combination in the fashion sector is more promising than that of the shoe and textile industries. For this reason, we are looking forward to the event with very positive expectations."

The fact that the decision to also focus on digital trade fairs is future-oriented for the entire Wortmann Group is also shown by the planned "Digital Brand Days by Wortmann Group", which will take place on 26 and 27 August 2020. As at the first event in June, the brands Tamaris, Marco Tozzi, s.Oliver shoes, Caprice and Jana will once again offer their retailers a diverse exchange of ideas within the context of digital collection presentations, video conferences and live streams.

"Our first digital trade fair in Detmold was a great success on which we want to build. All the experience gained will be incorporated into the planning for the "Digital Brand Days by Wortmann Group", not least because of this we are sure that the second trade fair will be even more attractive and a real benefit for everyone involved," says Jens Beining.

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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.



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