

## PRESS INFO

18 June 2020

### Wortmann Group Detmold

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## Wortmann Group GARDA DAYS a great success

### New trade fair concept convinces and sets standards

**The Wortmann Group defies the Corona crisis and launches an innovative trade fair format with high future potential.**

In order to provide customers with the best possible support during the Corona crisis and to continue to offer them the best possible service, the first digital fair of the brands Tamaris, Marco Tozzi, s.Oliver shoes, Caprice and Jana was held on 17 and 18 June 2020.

The success of the project, for which professional collection videos were developed and a digital platform set up in the shortest time, was already underlined in the build-up to the event through more than 150 appointment requests. Expectations were already clearly exceeded during the first day of the event, which was attended by over 2000 visitors from 46 countries.

The exchange in the context of video conferences, livestreams and chats in virtual showrooms was very diverse: In a mix of interaction and presentation, not only were the seasonal themes Spring/Summer 2021 and supplementary developments for the Autumn/Winter 2020 season introduced, but intensive discussions were also held on the current situation and joint measures derived from them.

In a first conclusion, Jens Beining, CEO of the Wortmann Group, looks back on the premiere with great satisfaction: "The event was a major success and the response was overwhelming. The investment in the exchange with our customers has paid off, we were able to hold many more conversations than we would have at the Expo Riva. I am very pleased that our team has developed a platform in such a short time to provide our customers with the best possible support in these difficult times. In addition to the important exchange on joint business development, we also received valuable input that will help us to make this format even more attractive in the future. It was a lot of fun and we would like to thank our partners for their active participation and the positive exchange."

Due to the wide approval, a further edition of the format is already fixed.

Press contact: Jens Beining | E-Mail: [jens.beining@wortmann.com](mailto:jens.beining@wortmann.com) | Phone: 0049 5231 605 140

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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.



Press contact: Jens Beining | E-Mail: [jens.beining@wortmann.com](mailto:jens.beining@wortmann.com) | Phone: 0049 5231 605 140