



# Tamaris

THE MAGAZINE



## GUT INSTINCT

Julia is not just a Julia.  
And a shoe is not just a shoe.  
You are unique, just like all of us!

## IMAGINATION

Celebrate yourself by being  
you! Treat yourself to the  
new summer trends.

## PASSION

You want cool styles that fit  
perfectly? Leave it to us, because  
fashion is our passion.



Wortmann Int. Schuhproduktionen, Detmold    [tamaris.com](https://www.tamaris.com)

# EDITORIAL

## DEAR JULIAS AND NON-JULIAS,

We all know a Julia, don't we! Maybe you are even a Julia yourself? Either way, you are unique. Of all the names, why this one? Julia is one of the most common first names in Europe and that's why we chose it for our new campaign **WHO IS JULIA?** After all, behind every name there is a wonderful, intrepid, individual woman with her own personality. The same is true for your name! So Julia simply represents women in all their individual variety. Whether it's Kerstin, Nadine, Charlotte or Cara ... And that's exactly why we love making shoes. Shoes that are lifetime companions, offering security, self-confidence and comfort – the very things you need! For years now, we have poured our hearts into designing and producing shoes that are absolutely right for you. Woodland walks, weddings, everyday work? We are with you every step of the way. Your individuality means you expect the best from us. And if you are happy, so are we.

### **Julia is not just a Julia. And a shoe is not just a shoe.**

That's why we launched our latest campaign, an ode to women! We invited twelve Julias to represent women in general and recorded interviews to get to know them. A journalist, a pole dancer (and mum of three), an artist... women like you and me. Find out more now in the magazine! You are unique. Please don't change! Never forget!

Best wishes, Cathleen

*Julia is not just a Julia.  
And a shoe is not just a shoe.*



Get to know Julias who are as unique as their favourite shoe.



CATHLEEN BURGARDT is Head of Marketing at Tamaris.



Self-love is vital for our well-being, almost as important as the right shoes to add that touch of style.

# SHOWCASE



NEW!  
TAMARIS  
GOES  
FASHION  
More at  
tamaris.com

## 100 NEW FASHION GARMENTS: THE FIRST TAMARIS CLOTHING COLLECTION

It's finally here: the first Tamaris clothing collection! Inspired by our passion for fashion, we have designed around 100 new collection pieces for you. As well as fashionable summer styles such as maxi dresses, sweatshirts and trench coats, the collection includes timeless essentials, cool basics and fashion classics. Floral and ethnic prints, stripes and patterns are combined with flattering styles to ensure the most fashionable Tamaris summer ever.



*Genuine Tamaris - the high-quality metal tag adds a lovely collection detail.*



**LEATHER JACKET**, Art. No. TA41073.  
**SHIRT DRESS**, Art. No. TA41137.  
**SNEAKER**, Art. No. 23632. 4

**BLACK IS BEAUTIFUL**  
For a genuinely cool look:  
combine your TAMARIS shirt  
with rhinestone branding  
with jeans, paperbag shorts  
or a maxi skirt.



**LOGO SHIRT**,  
Art. No. TA41191.



*These styles will make summer a thrilling fashion adventure!*

Tamaris



**JOHANNA SIEMER**  
is Product Manager at OTTO and jointly responsible for the new collection.

„Tamaris is more than just a shoe brand, it's a dependable companion for everyday life.

To emphasise the unique character of every customer and to satisfy their needs, the brand has embarked on a journey to become a lifestyle brand.“

**DRESS,**  
Art. No. TA41118A.

**ACCESSORIES FOR YOUR NEXT ADVENTURE:**



**RAFFIA BAG,**  
Art. No. 30162.



**WATCH,**  
Art. No. TW040-100.



**UMBRELLA,**  
Art. No. 44163-T01.

**HARD SHELL CASE M,**  
Art. No. TM1002-906.

*So you're ready for anything!*



**YOU ASK, WE ANSWER!**

**Your curiosity will be rewarded: ask us anything that's been bugging you about Tamaris, fashion, shoes and shopping!**

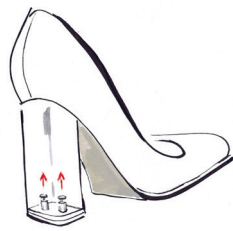
Have you always wanted to know how long it takes to make a shoe? How many steps have to be done by hand and how many can be automated by a machine? How many shoes there are in our collection? Or who actually decides what content goes into this magazine? Why we use shoe models in size 37, or why Tamaris is even called Tamaris?

Send your questions now to [team@tamaris.com](mailto:team@tamaris.com) and we will answer them in the next customer magazine (August edition).



**JOIN IN!**  
Ask us anything you've always wanted to know!

*So you don't have to choose between comfort and fashion: our feel-good technologies developed especially for women!*



**ANTIshokk**  
feel free

ANTIshokk is a heel technology, patented throughout Europe, which reduces the impact step by step by more than 50%. This relieves your spinal column, intervertebral discs and joints.



**removable FOOTBED**

The removable footbed can easily be exchanged for an own insole. This way, the shoe adapts individually to one's needs and ensures optimum wearing comfort.



**ANTI SLIDE**

The patented ANTIslide technology provides good grip thanks to a non-slip heel - even with high heels. The profiled heel patch ensures better grip and reduces the risk of slipping even on steep inclines.



*Wellness for your footbed!*

**TOUCH it**  
feel soft

The soft TOUCHit footbed adjusts constantly through your body weight to fit the individual shape of the foot, always ensuring the best wearing comfort.

# GUT INSTINCT

tamaris

»SHOW ME YOUR  
SHOE COLLECTION  
AND I'LL TELL YOU  
WHO YOU ARE: UNIQUE,  
SPECIAL, MULTIFACETED  
AND HOPELESSLY  
BESOTTED WITH  
SHOES.«

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GUT INSTINCT

Issue 02 2020 Summer



Find all the videos and interviews on our YouTube channel. Just scan the QR code and get to know Julia!



# Who is Julia?

Her? Or her? You or me? Julia is not just a Julia and a shoe is not just a shoe. We wanted to discover the personalities behind the name, so we set out on the search for JULIA.

## The concept

'Who is Julia?' was the question, and a frantic search began under the hashtag #whoisjulia.

*We were looking for you! Your individual story, your personality and your style. JULIA is one of the most common first names and represents us all. We are celebrating you and your unique character!*



#whoisjulia confirmed how wonderful it is to be unique: women are so multifaceted, intriguing and genuine!



**We all know a Julia.** Maybe you are even a Julia yourself? Or maybe she's your best

friend, a pet, the best mum in the world, the lady at the bakery who hands you your coffee every morning, or maybe she's Romeo's girlfriend? Either way - she's guaranteed to be unique. Just like you. The name Julia represents the individual personalities of all the women who inspire us on a daily basis. Real women, who live life to the full; the ups and the downs. Women who love, laugh and cry. Who sometimes stumble but get back on their feet and may even have super powers.

### What's this whole quest for Julia about?

It will help us explain why we create so many new models every season. Shoes that add the finishing touch, whatever the occasion: whether it's for the red carpet or the forest trail, for fans of the great outdoors or career women, for everyday life, for special days. An exciting journey, because no two women are the same. And no two shoes are the same either.

# Julia is not just a Julia.



**Behind the name,  
there are real women  
with unique stories!**

JULIA IS NOT JUST A JULIA

Tamaris



# I am Julia!

**I am  
absolutely  
Paris.**

Julie Y., journalist



We searched for Julia, and we found unique women.

They each have individual stories to tell. Now it's time to get to know them in person - at the exciting Tamaris photo shoot and online under #iamjulia and at tamaris.com.

Everything was planned for the shoot – that was until our Julias unceremoniously took charge themselves. And what a good job they did, because it produced some really personal, genuine photos showing just how individual and unique they all are!

Just getting to know each other was fun: “Hi, I’m Julia!”, “Great to meet you. I’m also Julia!” – mutual laughter, the ice is broken. Three exciting days lay ahead of our Julias, none of whom are professional models. These are real women with their feet firmly on the ground. Women like you and us, authentic and genuine. They told each other about themselves, they laughed, cried and dreamt together. And the focus was always on everyone’s individuality. The good vibes on set were particularly inspiring. Our Julias were so supportive, they simply accepted each other as they were and celebrated their diversity.

Get an exciting insight into their different personalities and watch all the in-depth interviews at [tamaris.com](https://www.tamaris.com).



**I am a woman  
who bounces  
back.**

Julia K., artist



**SNEAKER,**  
Art. No. 23702. 3 4

# I am a handstand pro.

Julia L., dancer



SANDAL,  
Art. No. 28312. 2 3



PUMPS,  
Art. No. 22443. 2 3

# I am all that matters.

Julia A., actress



# I love to explore.

Julia S., student & model



SANDAL,  
Art. No. 28326. 2 5



MULE,  
Art. No. 27128. 2 3



**I am my own sat nav.**

Julia C., graphic designer



SANDAL,  
Art. No. 28356. 2



**I am a cowgirl.**

Julia B., biologist



SANDAL,  
Art. No. 28323. 2 5

**I am tall and happy.**

Julia S., body builder



SNEAKER,  
Art. No. 23741. 4

READ ALL THE INTERVIEWS ONLINE!  
tamaris.com

# IMAGINATION

tamaris

»ENOUGH FANTASISING ABOUT YOUR DREAM OUTFIT! LET YOUR FAIRY-TALE SUMMER COME TRUE WITH ENCHANTING NEW TRENDS FOR YOUR SHOE COLLECTION.«

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# KEYWORD: SELF-LOVE

You read it correctly! From now on, we will be thinking more about ourselves and doing more of the things that are good for us. This includes strolling through summer in comfy sandals from the Heart & Sole collection. LOUISA has been testing them out for you and getting completely carried away on the topic of self-love.



**LOUISA MAZZURANA** is an influencer and adores the new high-heels from Heart & Sole.

### What do you do for yourself?

I don't have any particular rituals. I think it's much more important to find time for myself, a moment to enjoy a coffee all on my own and to read my favourite magazine, even if it's just ten minutes. I love those peaceful moments and I do the stuff I find fun, that makes me feel good.

### What makes you feel unsure of yourself and why?

If I know I'm not going to make a good job of something. I felt the same when I was at school. I was good at the creative subjects, but in subjects like maths or physics I really struggled. At the oral examination for maths just before I left school, I was so unconfident I couldn't even string a sentence together.

### How do you tackle a lack of confidence?

If I'm feeling unsure of myself, I try to solve the problem with sympathy. If you are not great at doing something, it's ok to recognise that and to take the tension out of the situation. You have to try not to take things too seriously and just laugh about it, that's the best solution.

### What does self-confidence mean for you?

For me, self-confidence is about your internal attitude. Of course there are items of clothing that help boost and enhance my self-confidence. For important appointments, I like to throw on my favourite jeans, a well-fitting blazer and a pair of matching high-heels. I'm not the tallest person, so this makes me feel a bit bigger and stronger.

**PUMPS,**  
Art. No. 22402. ③

*Self-love? It's unquestionably  
a key step towards relaxing  
and feeling great.*

Tamaris

**NEW FAVOURITES:**



**SANDAL,**  
Art. No. 28303. ③



**PEEP-TOE,**  
Art. No. 28308. ③



**STRAPPY HEELS,**  
Art. No. 24430. ① ② ③



**BAG,**  
Art. No. 30131.

**SANDAL,**  
Art. No. 28303. ③

*Let the sun  
into your heart!*

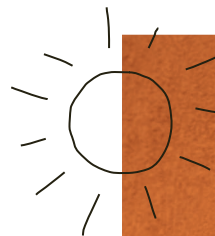
# HERE COMES THE SUN



**SUNSHINE  
AND SHADOWS**  
Feel your spirits soar  
with every step – sandals  
are now entering their  
peak season.

PLATFORM-SANDAL,  
Art. No. 28099. 2 3

@gretabarthel



*On your sandals, ready, go!*



Summer, sun, sand and sandals – out in the fresh air again at last and producing vitamin D! And that's not all! In addition to ice cream and watermelon, there's our irresistible summer collection too! Summer really suits us!

Our favourite thing in summer is getting out in the sunshine. And sandals are the magic solution for keeping a cool head. Forget your socks and sneakers, and bring out the open slingbacks, mules and sandals. It gives you a whole new attitude to life too: like having a 'Yippie ya yeah' soundtrack playing on repeat in the background. Our new summer collection is so varied, you'll find the right sandals for absolutely any occasion.

### IT'S SANDAL SELECTION TIME!

The good news is you can never have too many sandals. They're easy to fit into your suitcase or on your shoe rack. New arrivals: you can choose between trendy, classic and bestselling designs. Sandals with a higher heel are generally good for office wear and have long been a popular choice as everyday business shoes. Slingbacks deliver what they promise: usually open at the heel, but offering a secure fit thanks to decorative straps. Mules offer an even more casual option. Just slip them on and feel great. One, two or three? Ideally all of them!

### INSTANT SUMMER-FEELING

**It can't get any hotter!  
Or can it? Depends entirely  
on the s(c)andal!**

*Slingbacks – a lovely open design here: perfect for work or the beach.*

*Mules – your sandals to go: pop them on and you're ready!*

*Heeled sandals – aim high, with comfortable heels!*

# HIGHLIGHTS



**SANDAL,**  
Art. No. 28123. 2 3



**SANDAL,**  
Art. No. 28186. 2 3



**MULE,**  
Art. No. 27107. 2 3



**SANDAL,**  
Art. No. 27214. 2 3



**SANDAL,**  
Art. No. 28263. 2 3



**SANDAL,**  
Art. No. 28265. 2 3



**SANDAL,**  
Art. No. 28262. 2 3



**SANDAL,**  
Art. No. 28206. 1 2 3 5



**ESPADRILL,**  
Art. No. 24706. 2 3



**SANDAL,**  
Art. No. 28383. 1 2 3 5



**SANDAL,**  
Art. No. 28014. 2 3



**SANDAL,**  
Art. No. 28004. 2 3



# PASSION

tamaris

»WOW, THAT  
REALLY SUITS YOU!  
FASHION, SERVICE  
AND TRENDS ARE  
OUR PASSION, AND  
WE LOVE SHARING  
IT WITH YOU!«

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# Fashion-Comeback SATIN SCARVES

Practical, stylish satin scarves! These colourful little scarves are enjoying a big comeback this summer. In modern designs and fresh colours, satin scarves are the perfect accessory for any outfit and look really delightful. We show you which styles work best.



## SATIN SCARF HAIR TRENDS

On hot days, do you like to put your hair up into a pony tail or bun? To jazz things up a bit, you just need a small satin scarf to go with whatever look you've chosen. These three styles are brilliantly simple:

- Tie the scarf around a hairband
- Wrap it into a little turban around your head
- Weave the scarf loosely into your hair



### STYLING-TIP

If you can't pull off the turban look, just tie the scarf around your head in a narrow band.



Matching patterns on your bag and scarf look really stylish.



BAG, Art.-Nr. 30183.



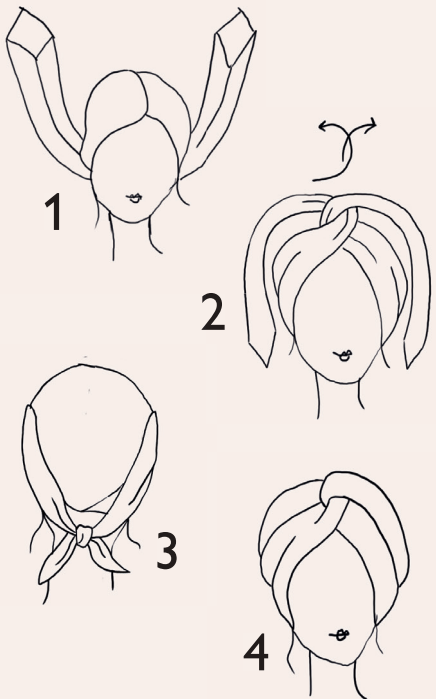
Wear it round the waist! Satin scarves look wonderful as a belt.

### CASUAL HEAD TO TOE LOOK WITH SATIN SCARVES

Back just in time for summer and introducing a touch of la dolce-vita flair. We love playing around with satin scarves, and now we've got free licence to bring them out to match our summer styles. There are so many possibilities, pretty much anything goes: use them as a belt with jeans, tied to a shopping bag as an accessory or as part of a hairstyle. Satin scarves are our hot tip if you need a quick transformation for a relaxed outfit. We also love a bit of this delightful fabric on our sandals, espadrilles, slingbacks etc.

TIP

### Knotting technique:



Voilà!



PUMPS, Art.-Nr. 29300. 2 3



SLINGBACK, Art.-Nr. 29601. 2



ESPADRILL, Art.-Nr. 29607. 2 5

Satin ribbons really flatter the ankle!



# WHAT WE'RE WEARING NOW!

Every single year, fresh new fashion styles sweep in from the big cities and it's easy to get overwhelmed. We've put together an overview, focusing on the easiest styles to recreate and featuring items that might even be lurking (neglected) in your wardrobe.



**REAL IMPACT**  
Contrast hard-wearing and lightweight denim fabrics.



**TENCEL DRESS,**  
Art. No. TA41102.

**EARRINGS,**  
Art. No. TJI14.



**BRACELET,**  
Art. No. TJI08.



**DENIM JACKET,**  
Art. No. TA41101.



**BELT,**  
Art. No. I60023.



**DENIM SHORTS,**  
Art. No. TA41159.



**BASIC JEANS,** Art. No. TA41003.

## ALL-OVER DENIM

„Denim is always a good idea“ – we couldn't agree more! This sturdy fabric comes in different wash effects and has been one of the most popular items of clothing for several generations. It's a reliable style classic. This year, blue denim is hitting the catwalk in vintage styles. Various different wash effects can be combined any way you like to create a fashionable impact with an all-over denim look.

*Colour coordinated fashion look!*



**SANDAL,**  
Art. No. 28303. ③



**SNEAKER,**  
Art. No. 23731. ② ③



**LOAFER,**  
Art. No. 24223. ② ③



**NECKLACE,**  
Art. No. TJ094.  
**EARRINGS,**  
Art. No. TJ097.



**GLASSES,**  
Art. No. 51003BR.

*Pattern mixing  
is a bit like  
globetrotting.*

Tamaris



**PATTERN MIXING**

Colourful snake prints and ethnic designs are an essential part of your wardrobe. All sorts of garments feature these designs in an array of colours and shapes. Once again, patterns are one of many trends for summer 2020. A powerful impact is guaranteed on long maxi dresses or when combined with shoes and accessories made from natural materials.



**SHIRT DRESS SNAKE,**  
Art. No. TA41137.



**SCARF,**  
Art. No. 12-61880/0-0.



**WATCH,** Art. No. TW316.  
**WATCH,** Art. No. TW312.



**DRESS,**  
Art. No. TA41118.



**BELT,**  
Art. No. I60033.



**WEDGE,**  
Art. No. 28314.



**SANDAL,**  
Art. No. 28323. 2 5



**MULE HEEL,**  
Art. No. 27203. 2 5



**SANDAL,**  
Art. No. 28326. 2 5

# Stay smart!

They look as good as new! It's true. As long as you treat your favourite shoes to an occasional make-over. And it couldn't be easier with our care products such as mousse, spray or cleaner!



**ALL-ROUNDER  
CLEANS  
EVERYTHING**

1

## CLEANSING MOUSSE

This cleansing mousse uses full citrus power to gently and professionally remove any dirt, dust or marks from your shoes. The powerful cleaning foam is perfect for trainers, wedge heels, slingbacks and fashionable material blends.

*Two absolute must-haves for every material blend and shoe style!*



**THE JOKER –  
WOW NOW**

2

## FRESH-UP SPRAY

No polish required! This spray is a quick and safe way to freshen up any material and colour combination. You can protect a potentially delicate finish and get an immediate WOW-effect as soon as you spray it on.



**GLEAMING  
SOLES**

3

## SOLE-CLEANER

Trainers with chunky white soles are all the rage in fashion circles. So it's just as well our sole cleaner can make your soles gleam brightly again. Apply, leave to dry, and you're done!

**TIP** *Also cleans the insoles in your sandals!*



**OPAQUE WHITE  
FOR FRESH  
COLOURS**

4

## LIQUID WHITE

Brighten up the colour on your white leather, synthetic or textile shoes. Minor flaws, marks and cracks can be concealed using our liquid white product.

*For intense fresh colour.*



**SNEAKER,**  
Art. No. 23761-24-119. 3 4

# #WHOISJULIA

Follow us on Instagram: @tamaris-official

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Julia loves Paul.

tamaris

Simon.



Or Susan?

tamaris



Julia feels blue.

Julia is not just a Julia.



Julia hates blue.

Julia goes shopping.



Julia walks on the beach.

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Julia walks on the red carpet.



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