



Tamaris

THE MAGAZINE



MIND MOVIE

Dreamer? Dancer? Ballerina?
True stories that tell of
courageous women

A MATTER OF HEART

Bull's eye: Why PureRelax
makes customers' hearts
beat faster

GUT INSTINCT

A boost for size and ego:
How high heels help you feel
more self-confident



Wortmann Group Int. Schuhproduktionen, Detmold    tamaris.com

EDITORIAL

*I don't collect shoes,
I collect memories!*

DEAR READERS,

have you ever heard of the “one-in-one-out” principle? No? Then you are like me! It was even more perplexing when my husband recently tried to enforce this principle into our life in a convincing way. “To relieve the stress on our household income,” as he explained so nicely ...! He now wanted to transfer a measure, used incidentally by the Federal Government to relieve the burden of small and medium-sized businesses, to my sanctuary: my shoe cupboard! To be more specific, it means: For every pair of shoes that is introduced into our home, an old pair must be discarded! But not on my watch friends! I'm attached to my shoes - to each one of the almost 60 pairs, which I probably have now.

Shoes have always been something **close to my heart**. They are more than just an expression of individuality, they carry us through life, they arouse emotions. Take a look at the **film show in my head**: There are the white court shoes in which I got married. The wedges, which I had to buy after seeing Kate Middleton in them. Then there are the sinfully expensive ankle boots that I indulged in from my first salary and, of course, those in which I walked to my first job interview. If my husband accuses me of collecting shoes, I can easily deny it: I don't collect shoes, I collect memories!

Even when everything in life changes - like after the birth of our daughter - I could always rely on my shoes. On those days when life suddenly takes over and clothing size fluctuates, I was and still am a shoe size 38! A good feeling! And be honest, isn't this what you look for in a reliable partner? Even my husband couldn't argue with this logic. Certainly not now when we are about to become parents again!

Even when the phrase **gut instinct** has taken on a new meaning in the last few months, I can always rely on my intuition. Even more so, I admire women like Louisa Mazzurana, who, despite opposition, continued to believe in themselves. At just 1.70 m, for a long time, Louisa was considered too short for the modelling industry. But, she listened to her inner voice and carried on! Today, thanks to hard work and high heels, she has reached her destination. In the big “Heart & Sole”



In an interview, **KARO KAUER** tells us how her understanding of beauty has changed now that she is a mum.

interview she tells us about her journey. And there is another woman who I greatly admire, not least because we are connected by the same life situation. The fashion and parenting Blogger Karo Kauer is a mother of two and a great example of how to successfully balance motherhood and time. A life between two worlds, which is not always easy, but wouldn't be traded for the world!

These and many more exciting stories, trends and inspirations can be found in the new issue of Tamaris Magazine. Enjoy reading it!



JENNIFER ZABEL is editor-in-chief at Tamaris and soon-to-be mother of two.

SHOWCASE



The modern boho look combines elements from the hippie movement with vintage and ethnic styles. For shoe fashion, the hippie love of nature is expressed using natural earth tones.

BOHEMIAN CHARM

Bohemian Style is more than a fashion trend - it is a way of life. It is not about perfection, but about a relaxed style, where you can fully put into practice this love of experimentation. Folklore blouses meet Marlene Dietrich trousers and romantic lace meets fluttery fringes. The perfect styling partner for the casual look: Ankle and western booties.



NUBUCK-CARE

WESTERN BOOTIE, Item no. 25362. 2 3 5



TREND FORECAST?
Karl Lagerfeld is not completely innocent with regards to the comeback of the captain's cap: In 2017 the fashion icon sent his models on to the catwalk wearing jazzed up Elbsegler peaked caps. He presented his Chanel collection "Hamburg - Paris" at the Elbe Philharmonic Hall.

AHOY, SAILOR!

Full speed ahead for the stylish captain's hat. Hardly any other headwear is currently being talked about more than the Elbe sailor peaked cap - originally a Hanseatic sailor cap made of dark navy cloth. Bloggers in particular love this traditional peaked cap, because of its high style factor: It combines perfectly with over knee boots, chunky knits and woollen coats.

ELBSEGLER, Item no. 14-61543.

3

MARCEL OSTERTAG
The designer's new collection has yet again, a very personal touch.



Tamaris

HEROES

With "Heroes" Marcel Ostertag carries us away on an emotional journey through the different stages of his life. Heroes is a fashionable tribute to all heroes - but especially to his heroes.

Representatives of classical ballet, the fashion and music industry, close confidants and family members - all accompanied and supported Marcel on his journey. It is a story of textiles, which he tells in exciting, contrasting designs and dazzling colours. Powerful, feminine looks, colourful magic, a zest for life and the right balance of detail: There are impressions and memories from different phases of the past that are captured by Marcel and catapulted into the present - transformed into a sensual and glamorous fashion collection.

KEY STYLES:

- Frills-details
- Rhinestone-decorations
- Stripes-combinations
- Snake-materials
- Plexi and stiletto heels
- Sporty bottoms
- New: pointed western styles
- New: conical heel shapes

A fashionable homage to heroes.



CHELSEA BOOT, Item no. 25322. ③



BOOTS, Item no. 25600. ②



ANKLE BOOT, Item no. 25013. ② ③ ⑤



4

FEAST YOUR EYES ON THESE

NEW!
Eyewear

This season, these new Tamaris Eyewear line ensures that Tamaris customers not only look stylish, but also have perfect vision. Whether acetate or metal – the modern glasses in the Tamaris range are based on current fashion trends. Finely tuned pastel and earth tones are combined with elegant metal hues, which emphasise the wearer's sense of style and are much more than just a visual aid. The Tamaris Eyewear Collection includes fashionable reading, correction and sunglasses and is now available in opticians.



GLASSES,
Item no. 51003.

5 *Top of the Shops!*

Nobody is as familiar with the product as they are: The shop assistants in Tamaris stores are aware of their customers' tastes and know how best to combine the latest styles. These are the 'must haves' for the new season:



SEYMAGUEL
KEMPTEN store management,
Allgäu forum

"This ankle boot is in an exciting autumn colour and will immediately bring a classy look to the simplest of outfits!"



ANKLE BOOT, Item. no. 25365. 2 3 5



MARICA
BIELEFELD store management,
town centre

"Sneakers are for the whole year: in summer in white and in winter in dark tones or animal prints - my absolute favourite in this category!"



SNEAKER, Item. no. 23782. 3 4



INGA
VIERNHEIM store management,
Rhein-Neckar centre

"Court shoes to suit every season and every outfit, but this studded court shoe is the highlight for those cold, grey months."



COURT SHOE, Item. no. 22438. 2 3

MIND MOVIE

tamaris

»YOUR INSPIRATION
NEEDS SPACE?
SO DOES YOUR
SHOE CUPBOARD!
DISCOVER A
COLLECTION THAT
IS SO DIVERSE THAT
IT INSPIRES YOU.«

MY SECRET GARDEN

Truly seductive! If there shoes had existed in the Garden of Eden, these models would be a real temptation. Because one thing is for sure: For shoe fans, autumn in paradise on earth. Secret Garden tells a romantic story of flora and fauna, which is transferred to elegant shoe models such as court shoes, long boots or ankle boots.



CATHLEEN BURGHARDT
is Marketing Director
at Tamaris and was
recently on a round
the world trip.



"My Secret Garden is my memory. Whenever I want to escape from everyday life, I think about my trip to Costa Rica to yoga camp in the jungle overlooking the sea. You felt safe, but at the same time your thoughts could run wild."

*With embroidery
on the boot leg*



ANKLE BOOT, Item no. 25375. 2 5

HIGHLIGHTS



ANKLE BOOT,
Item no. 25370. **4**



BELT,
Item no. 101696.



RUCKSACK,
Item no. 3219192.



ANKLE BOOT,
Item no. 25104. **2**



ANKLE BOOT,
Item no. 25380. **2 3 5**



BASEBALL CAP,
Item no. 92-61325.



COURT SHOE,
Item no. 22421. **2**



They adorn the living rooms of those who influence: Wallpaper with magnificent floral décor is one of the home trends for 2019. Large flowers lend a romantic vintage chic style and are great to use for an accent wall. More at: @sonja_ols



BAG,
Item no. 3157192.

1 ANTI shock
feel free

2 TOUCH it
feel soft

3 LEATHER CUIR

4 removable FOOTBED

5 ANTI SLIDE



The Rocking Ballerina really does exist. With her unique story she inspired not only Tamaris, but also the Dutchwoman Cindy van Leuven, who founded the fashion label “Raine - Rocking Ballerina’s” five years ago. She always produces new items in short runs for her online shop. More at raine.nl

ROCKING BALLERINA

Biker jacket with tulle skirt? Sturdy boots with maxi dress? With “Rocking Ballerina” Tamaris combines the dramatic attitude of a rock star with the grace of a ballerina. A duet that results in a fashionable spark and creates the perfect blend of feminine elegance and a rebellious rock edge.

INSPIRED BY A TRUE STORY

“Rocking Ballerina” tells the story of Raine Fawler – a professional ballerina who lived two extremely different lives in the 1970s:

On stage she wore tulle skirts and tutu, but she actually she loved leather jackets, rock music and a good glass of whiskey. A rebellious lifestyle that eventually led to her being thrown out of the ballet company. But Raine did not give up and developed her own dance style with which she became known as “The Rocking Ballerina”.

‘MUST HAVES’ FOR ROCK CHIC:



BELT,
Item no. 101707.



BAG,
Item no. 3179192.



ANKLE BOOT,
Item no. 25428. 2

“LEATHER AND LACE MAKE MY HEART BEAT FASTER!”

When did you first hear about the real “Rocking Ballerina”?

Years ago there was a picture of a smoking ballerina on my Pinterest pin board. I had no idea who she was, but she has always intrigued me: this blend of feminine elegance with a rebellious rock edge.

Did you ever contact her?

I never met her, but maybe it's actually the unknown that inspires me so much. Ultimately, I focus more on modern rocking ballerinas!

What type of woman are your collections aimed at?

The “Rocking Ballerina” - style is a lifestyle! It is for anyone who recognises themselves in this cool and feminine style! For those who want to combine elegance with a hint of rock. Of course, its roots lie in the world of ballet, but my customers are not just ballerinas! I'm sure they all have something rebellious in them!

Rockstar or Ballerina – what's your type?

I love ballerinas' well-trained bodies, these women are so beautiful! Although I'm always being asked, I do not have a ballet background myself. If only I had ...! I'm more the Rock type! The combination of leather and lace makes my heart beat fast!

You need courage to start a business. Are you rebellious yourself?

I am ambitious, rebellious and persistent! I founded my label five years ago. It was not the best time to start my own business, but I believed in it. I have always listened to my heart, as it knows the way! I think that if you can stand out from the crowd and be unique in some way, you have the right to exist!



**CINDY
VAN LEUVEN**
is the founder of the
fashion label
**RAINE – ROCKING
BALLERINA'S.**

Tamaris

You have invested a lot of passion into the founding of your label and you even sewed the first tulle skirts yourself. What has changed since then?

I am really proud of my centrepiece, my eye-catcher - the leather Rocking Ballerina biker jacket. For the very first photo shoot, I painted the back of a leather biker jacket for my image photos and sewed my first tulle skirt. People asked about it immediately! Now, hundreds of leather jackets later, not much has changed; I still personally paint them all by hand, on behalf of my clients. Fortunately, I found a bridal workshop for tulle skirts in China. A countless number of skirts have travelled by sea! I was like a sweet shop for tulle lovers! It was a new hype! ■



*Cindy's
centrepiece!*

Between 2 worlds

It is said that mothers are like rock stars: They have sleepless nights and are have to put up with loud screaming, but the show still has to go on even after a busy day! ROCKING BALLERINA thrives on contrasts, just like Karo Kauer's life. The fashion and parenting blogger is a good example of how to successfully create a balancing act between motherhood and me-time



KARO KAUER

Two small children, her own business and a constant smile. You would think that Karo Kauer has superpowers. At the beginning, she never planned to make money from blogging. Today, she is happy that she can be so flexible for her children. She share her everyday life with her followers in a refreshing way on Instagram.

More from Karo at @karokauer



Tidy rooms, happy kids and a mum who is prospering in life. Instagram often makes everyday life with small children look like the easiest thing in the world - but what is the reality?

You can check out what it is really like daily on my account. I talk about sleepless nights, dark circles under my eyes, laundry baskets and the unvarnished truth. I'm all for more reality on Instagram :-)

On Instagram you share your everyday life as fashion and parenting blogger with us. How do you manage the balancing act between these two worlds?

With the right time management. I always clock my days exactly, working very focussed and productively in the office, so that I can devote myself to being a mum after work. The great thing about my job is that I can be flexible every day and get involved with the needs of my children. So, when they thwart my plans, which is what invariably happens with children, I can decide to spontaneously stay at home and also appreciate the support of my family. It is exactly this journey as a "working mom" that I document on my account, with everything that goes with it.

You have just become a mother for the second time. How much time do you still have for yourself and your styling?

Styling has always been important to me, because I just feel more motivated as soon as I doll myself up. Time is really limited right now, so I would say 20 minutes. Most of the time the eldest knocks on the door at least twice, and then when things calm down, I

breastfeed my baby boy in between. Nevertheless, I do not want to neglect this and sometimes I even get my outfit ready the evening before, so that in the morning I do not have to think much about what to wear. But there are also days when I still have no make-up on and am in my pyjamas at 2 pm. These are the days when growth spurts and tantrums meet head on ... ;-)

For lots of mothers five minutes to themselves in the bathroom is pure luxury. What is your express look?

A bun, concealer, blusher. Mum jeans and a casual shirt - simply because you can do anything with this look. If you pull a blazer over it, it will be chic, if you opt for a leather jacket, you will rock it when you leave the house. And all in five minutes.





#MUMLIFE

For Karo, in everyday life as a mum her Look must first and foremost be comfortable: "I want to be able to spontaneously play hide and seek, so a short mini skirt is a no-go for me. Nevertheless, I make sure that 'comfortable' doesn't mean 'jogging pants'. My outfit should be stylish, and something I like and feel good in. In autumn, biker boots are the perfect companion for a casual look."

*My
'must haves'!*



BIKER BOOT,
Item no. 25235. **3 4**



BIKER BOOT,
Item no. 25415. **3 4**



RUCKSACK,
Item no. 3217192.



BAG,
Item no.
3179192.

**Date night with daddy?
Eating out with friends?
Those moments where
Karo goes out are rarer,
but then she can spend
more time styling.**



COURT SHOE,
Item no. 22438. 2 3



ANKLE BOOT,
Item no. 25392. 2 3

*Even mums need
to be elegant
sometimes!*

Has your concept of beauty changed since you have become a mother?

No, I still love to style, but as a mum of two I have learned that beauty does not have to be perfect. You simply need to feel comfortable.

Self-confidence has quite a big role to play in your industry. Especially for young girls public opinion is often the most important thing. How do you raise your daughter, to understand that what others think is not important?

I try to strengthen her self-confidence on a daily basis, because I want her to always listen to her heart and never forget to love herself. Because I am convinced that if you love yourself, then what others think does not matter.

Rocking Ballerina represents a contrary look that encourages you to step out of your own comfort zone. How important is it for you that your children find their own way in life?

It is incredibly important to me, because only then can they be free to develop themselves. They should learn to be themselves and do what their heart yearns for.

MY DIGITAL DIARY:

A life between playgrounds, laundry baskets and the spotlight. On Instagram, Karo Kauer shares insights into her life as a blogger and brand new second time mum:

As a mum I have learned, ...

what really counts in life!

I have reached my limits when ...

both children are screaming at the same moment and only want to be carried by me.

If I have a spare moment in the bathroom just for me, ...

I drink a cup of coffee, while I freshen up my 5 minute look.



A MATTER OF HEART

tamaris

»THE RIGHT FIT?
GOOD QUALITY
MATERIAL?
AS COMFORTABLE
AS POSSIBLE?
SHOES MEAN
EVERYTHING TO US.
YOU TOO!«

CREATIVE STORAGE(N)

DIY

Are you always tripping up over your shoes in the hall? Is your jewellery all in knots because you stashed it unceremoniously in a box?

A good system is the best strategy for easy access to your favourites.

Our creative do-it-yourself solutions create practical storage space and as a bonus, are real eye-catchers for your home.



01

AT A GLANCE:

Glass cases with gold or metal frames are not only decorative, but allow an overview, so you can see which pieces of jewellery are within. Accessories such as watches and chains are best displayed over a jewellery cushion.



WELL FRAMED:
By using an old picture frame,
your sunglasses and reading glasses
can become real eye-catchers.
Simply stretch some jute tape over
the frame and attach to both sides
with a stapler.

02

**ANTJE
FASSHAUER**
is head of the
Living department
at COUCH.

“Whether you are a belt, shoe or bag fan: Those items that make you happy each day, deserve pride of place. I collect earrings and recently bought a hinged acrylic stand for jewellery. So when styling in the morning - I can see everything at a glance and do not need to waste time searching.”

It is not always necessary to buy shelves. With a few simple tips for creative storage, you can make your shoes and accessories real eye-catchers.

UPCYCLING

“Create new from old” is the upcycling principle. If you like something individual and unique, you should look around your house for creative solutions. Whether its old wine boxes or tin cans - you will find several decorative and, above all sustainable, ideas for storage space.

ARCHIVING

The simplest and least expensive method is to store shoes in their shoeboxes. In this way you will also protect your favourites from dust. So you do not lose sight of what's in each box, a good idea is to stick a photo of the respective shoes on the box.

HANGING

Towels, hats or scarves can be hung up quickly and easily on old hangers.



WOODEN SHOWCASE:
Old wooden crates (e.g. fruit
or wine crates) provide the
perfect presentation space
for your favourite models.
Either attach to the wall
or stack as shelves.

03

A MATTER OF HEART

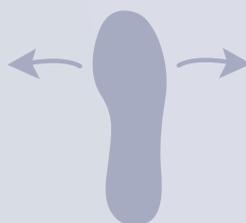
PURE RELAX

High quality, comfortable and stylish

The Tamaris PureRelax collection is the fashionable answer to current customer needs. Market research has shown that the more mature customer places higher store on quality and fit. This is where Tamaris PureRelax comes in: The added value lies, above all, in the unique choice of materials and the RELAX FIT, which optimally adapts to every foot shape - even to wider feet.



The tubes in the soles become air chambers that noticeably dampen each step.



RELAX FIT:
Comfortable fit for every foot shape.



LEATHER:
High-quality materials for softness and comfort.



REMOVABLE FOOTBED:
Removable footbed for individual inserts.

TAMARIS PURERELAX

ALWAYS FIT!

Due to the RELAX FIT, the model is so flexible that it is also perfect for wider feet. The removable footbed creates space for individual insoles and meets the needs of every woman. Body made from selected leather are complemented by a stretch lining on the Tamaris PureRelax model, making every shoe as soft and comfortable as possible. Finished in up-to-date designs, so you can step into autumn with **Pure Elegance, Pure Lifestyle and Pure Cosiness.**



PURE ELEGANCE
sets an elegant tone
with gemstones and
glossy materials.

ANKLE BOOT
Item no. 25407. 3

*The Tamaris PureRelax-
models are recognisable by
their lilac insoles.*

PURE LIFESTYLE
has a minimalist design
and expressed above all,
in strong colours.



SOCK BOOT
Item no. 25409.



LAURA SIRP
is a product
manager responsible
for the development
of the Tamaris
PureRelax line.

“Even for wider feet or foot problems e.g. **Hallux valgus** women no longer have to do without fashionable shoes! With elastic inserts, padding, high-quality leather and the Relax Fit, Tamaris PureRelax prevents uncomfortable pressure points and a pleasant and relaxed walking experience is guaranteed. PureRelax offers comfortable shoes for fashion-conscious women!”



PURE COSINESS
has fur detail and a
warm lining for those
nature-loving moments.

LACE-UP BOOT
Item. no. 26266. ③

*Whether it's the
casual Chelsea boot,
an elegant ankle boot
or a cosy laced up boot
- the collection also
scores top marks visually!*



SNEAKER
Item. no. 23740. ③



CHELSEA BOOT
Item. no. 25485. ③

Enthusiastic customers!

“Customers love these models. Especially because they are a bit wider, so we now have something for customers with broader feet.”

INGA
VIERNHEIM store management,
Rhein-Neckar centre

“PureRelax is extra wide, super soft and made exceptionally well. We sell our collection to both young and old!”

CHRISTINA
BERLIN store management,
Spandau Arcade

“With PureRelax we have been able to gain new customers who had found it difficult to shop with us due to requiring a wide foot or orthopaedic sole. The line is characterised not only by its comfort, but by its appeal to a great number of customers”

MARICA
BIELEFELD store management,
town centre

GUT INSTINCT

tamaris

»YOUR INNER
COMPASS KNOWS
THE WAY - AND
SOMETIMES LEADS
YOU TO THE NEXT
SHOE RACK ...!«

THE RIGHT HEIGHT

It comes from within!

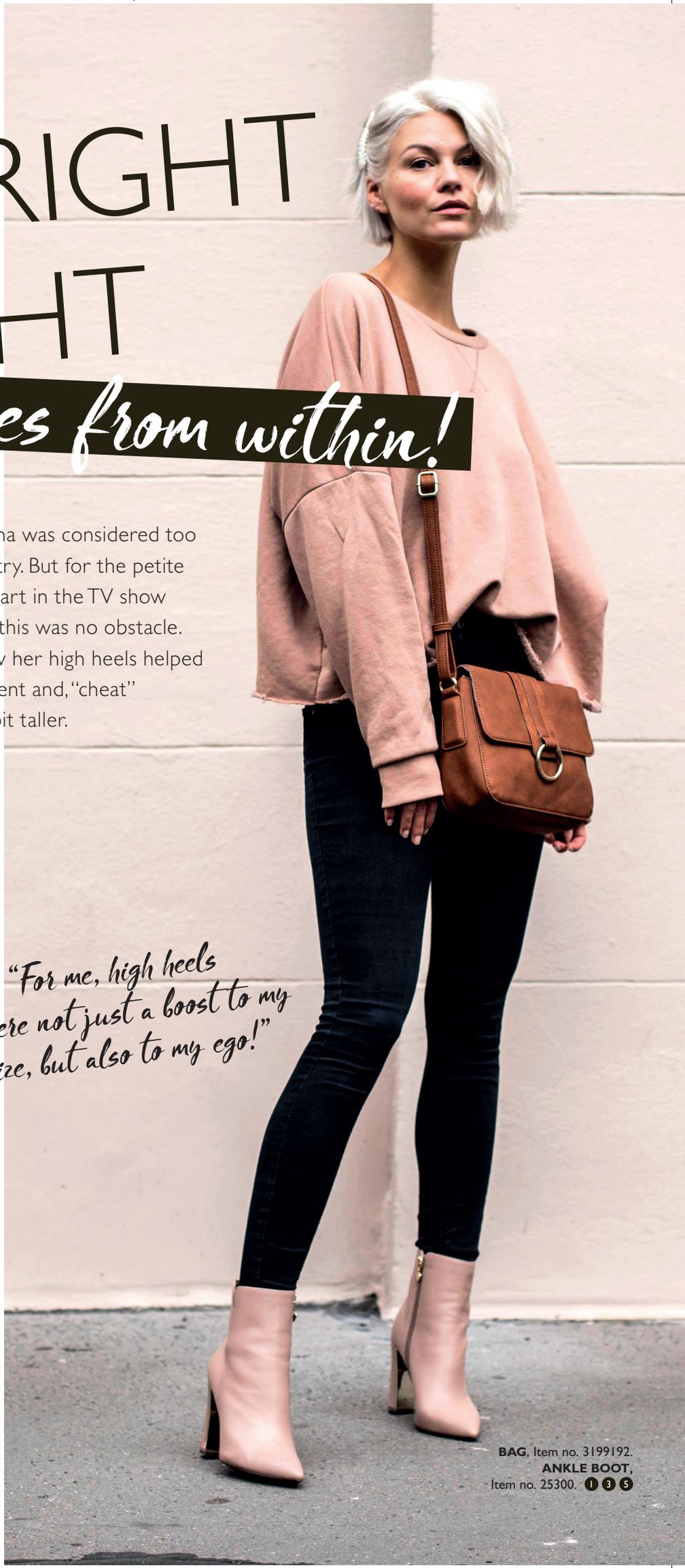
At just 1.70 m, Louisa Mazzurana was considered too short for the modelling industry. But for the petite blonde, who in 2010 took part in the TV show "Germany's next Topmodel", this was no obstacle. In the interview, she reveals how her high heels helped her feel more selfconfident and, "cheat" at being a little bit taller.



LOOKING AHEAD:

"I always live in the here and now. I can plan really well, but I hate planning for the future. It always turns out different than you expected! However, my goal is to work for a long time as a model and blogger."

"For me, high heels were not just a boost to my size, but also to my ego!"



BAG, Item no. 3199192.
ANKLE BOOT,
Item no. 25300. 1 3 5

SPEZIAL

THE BIG
HEART & SOLE
INTERVIEW

Louisa, do you still look back fondly at your time at GNTM?

Very much so! I had a mega nice time that I will never forget. During my time at GNTM, I got to see so many places, meet great and interesting people, and experienced things that I would never have experienced otherwise. I am extremely grateful that I was able to experience all that!

You were often told that your height did not meet the requirements of the modelling industry. Did that gnaw away at your self-confidence?

To be honest, it tended to annoy me more :) It did not affect my self-confidence, my height does not define me as a person or my abilities. It was just a shame to hear that I would have been perfect for the job if only I were a little bit taller. Of course that annoyed me, but that's why I never gave up. I think it's great that in the meantime, a lot has changed and you no longer have to comply 100 percent to the norm, and individuality has become so much more important.

You have answered all your critics and now work successfully as a model. How did you manage that?

I think there are several factors that contributed to why I am now working in the job that I love. First and foremost, I have always enjoyed it and customers notice that. When I'm working, I enjoy the time with the whole team, I just love it! In addition, I have never given up! In those nine years, I also had some hard times when things did not go so well, but I kept telling myself: "You can do it and you will do it!" And of course, I had a little bit of luck, because the programme was a great start, otherwise I would probably never have modelled.

As a result, I had a good portfolio and was able to show that you can be talented and suitable for jobs even if you have a short

"I was always happy with myself, but confidence only came with time. Experiences and mistakes have also helped. The most important thing is to do what you want, rather than listening to others, because nobody knows you as well as you do!"



BAG
Item no.
3155192.

*Small, yet powerful -
and with a bit of Leo!*

stature. Not for everyone - I'll never be a catwalk model - but there are many other areas that I can consider. It is important to know your merits and weaknesses. So you can focus on your good points and use them to your advantage.

In the meantime, you are sporting a new haircut and run a successful fashion blog. How did that come about?

Over time, I found that modelling was not enough for me, in particular it was not creative enough. I've always been quite a creative person who needs a lot of variety and gets bored quickly. You can see that especially with all my hairstyles and hair colours, that I always need variety. I've never



ANKLE BOOT,
Art.-Nr. 25305. 3



“My heart beats for high heels!”

ANKLE BOOT,
Item no. 25303. 1 3 5

without having the perfect measurements. If you do not meet the norm, you usually become successful for precisely this reason.

High heels are the best method for cheating to gain a few inches in height. Do you like to wear heels?

I love heels! I like to wear boots or sneakers during the day, but in the evening or on special occasions, high heels are just the thing for me. They flatter your legs, make every outfit more elegant and feminine and make me feel great!

Would you say that high heels have changed how you feel about your body?

Definitely! Prior to GNTM I was a dancer and even there shoes with a heel were a must. They equipped me with this great attitude and my body felt completely different. With my height, high shoes were always very important, especially in the modelling field, so I could always cheat a little to appear taller :) I remember, at GNTM I almost always wore high heels, for the whole four months, I must have been crazy: D But it paid off, I always had a great attitude and felt a little more self-confident. For me, high heels were not just a boost to my size, but also to my ego, especially when I had to prove myself over and over again.

Some studies have suggested that women are more attractive and self-confident when wearing high heels. True or false?

For me personally, my answer to the question would be 100 percent yes. I just feel stronger wearing heels, my gait feels better and I definitely feel more feminine. But most important of all: I feel comfortable in high heels! And I think that's what is important!



LOUISA MAZZURANA

is known to many as a blogger. With her blonde bob, she stands out from the crowd and impresses her followers regularly with expressive photos. But Louisa's career did not start on Instagram: In 2010, her life changed abruptly when she participated in the fifth season of "Germany's Next Top Model". Louisa made it to the Top 5 and in the end, only lost out due to her height.

More about Louisa at louiblog.com and [@louiblog](https://www.instagram.com/louiblog)

been afraid to try new things, even if they sometimes go wrong :) But hey! Whatever, you only live once! At some point, I really wanted to do something of my own, where my voice could be heard. Modelling is really great, but you basically do what the customer tells you. With my blog, I can let off steam and do what I want.

What qualities does a model need in these times of Instagram & Co.?

Individuality, self-confidence and personality now play a greater role, which I think is great. Whether you have tattoos, or a special look or are a man with long hair - anything is possible! Of course, there will always be the beautiful standard models, but not only them! Beauty has become much more diverse. For advertising jobs or for co-operations you do not need to be 1.80 m in height, but on the catwalk or in online shops, a certain height is usually required - but there are more and more exceptions. Nowadays, you can be successful

Make an impact in heels!



ANKLE BOOT
Item no. 25311. 3



1

SWING YOUR HIPS

To achieve a strong and feminine gait, you should swing your hips slightly. But everything should feel natural and not be over-the-top. The streets are your catwalk, feel confident!



Platform heels provide more support.

ANKLE BOOT
Item no. 25325. 1 3 5



2

STRAIGHT POSTURE

“The right posture is the key to success when wearing high heels. Push your shoulders back, keep your back straight and pull in your stomach slightly.”

My tips!

Walk correctly in high heels.

As a model, it is easy for Louisa to walk properly on high heels.

Here she reveals her insider tips, so that walking on high heels is not like walking on egg shells:

3

HEEL TO TOE!

It should be a flowing movement from placing down the heel to putting down the toe.



Gel soles prevent slipping in the shoe.

GEL-SOHLN 5,95 €

4

A MATTER OF ATTITUDE

By wearing high heels, you make a decision to be a confident and strong woman. If you radiate this self-confidence, walking is just something you will, learn quickly and never unlearn. Being a woman is great and we can achieve anything we want! Enjoy it and be confident! Stomach in, bottom out and off you go!

- 1 ANTI shock
feel free
- 2 TOUCH it
feel soft
- 3 LEATHER CUIR
- 4 removable FOOTBED
- 5 ANTI SLIDE



Souvenir photo: The Tamaris and freundin team, together with Marcel and the winners in front of the camera.



MICHAELA FISCHER
of the freundin team.

“A collection that leaves nothing to be desired, a fashion designer “in the flesh” and our readers’ happy faces. Tamaris & freundin: a perfect match!”

Meeting with Marcel

Four lucky freundin winners were allowed to meet Marcel Ostertag for the Meet & Greet in Munich and were given a styling session by the designer. The result: an unforgettable photoshoot!

freundin

The photo spread with the winners will appear in freundin issue 20/2019, which will be published on 04.09.



Live at the styling session: Charlotte receives tips from Marcel on how to pose for the camera.



Together with Marcel, Kerstin chooses her Look for her photoshoot.



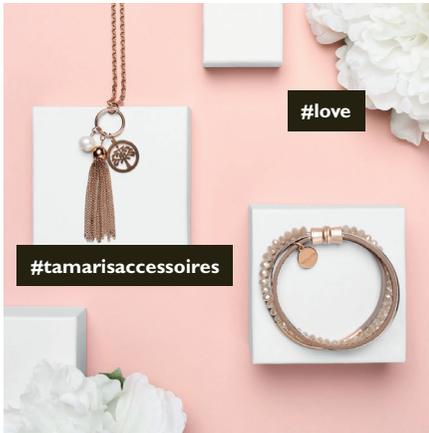
Melanie had make-up applied that fits perfectly with her type. Marcel is also impressed.



At the break, the friendly and approachable designer, Sabrina, answers questions.

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