

Tamaris

THE MAGAZINE



EXCLUSIVE
REAL WOMEN
TELL REAL
STORIES!

MIND MOVIE

From fantasy to reality:
Your "sweetest moment" that
will last forever.

A MATTER OF HEART

Do you like shoes as much as we do?
Be good to them, every love has
to be nurtured.

GUT INSTINCT

Wherever your life journey
takes you is a surprise, it's up to
you what to make of it.



Wortmann Int. Schuhproduktionen, Detmold    tamaris.com

EDITORIAL

Real women, real stories! The old 90-60-90 concepts of female attractiveness are gone for good, what counts now is the individual's character. The Tamaris Spring/Summer Collection team filmed fascinating women who related their stories to us.

HALLO GIRLS,

we stick together and are new, authentic role models. Why? Because women are sometimes still regarded as a little strange when they're just trying to be themselves. My name's Kim, and I'm proud to be one of Germany's best motocross drivers. People sometimes look at me in surprise and ask "Really?, you, a woman, are doing this totally masculine sport?"

Yes, I do! I play by my own rules! For optimal diversity and variety. That goes for my shoe collection too. I wear everything I want to - sexy high heels, cool ankle boots and comfy sneakers, or maybe my motocross boots - in all imaginable colours. The right shoe for every "Kim". I love playing a variety of roles. In my other job as a stunt double, I also depict different characters by wearing a range of outfits. When I'm wearing my favourite footgear, I feel good and can be myself. As long as I like them, it doesn't matter what others think!

My view: women can be everything they want to, fully participating in life - in high heels or sneakers. Don't let yourselves be pressured into being something you're not. I think that we're still overly influenced by what others say or think about us. Self-confident women are dynamic, so let's be even more true to ourselves! That's just the type of beauty we want to enhance and spread around the world. I hope you enjoy reading the new Tamaris magazine, full of exciting images and thoughts on life from women who do their own thing. Thanks to the Tamaris team for your support and allowing me to be part of the 2020 collection.

Best wishes

Eure Kim



KIM IRMGARTZ
Is a German motocross driver, with a strong multi-faceted personality.



Highlights of this edition!



JUNGLE & THE CITY
Blogger Louisa Mazzurana shows you how to optimally style the fashion collection.



POWER POPS
Real women make powerful statements with gaudy shoe shades in the new collection.



MY SWEETEST MOMENT
These sweet ladies opened up and shared their loveliest moments with us in graceful pumps and ballerinas.

JUNGLE AND THE CITY

There's a lot going on in the big city jungle. The well-known beauty from our stores is busy there: Louisa, influencer and Tamaris reviewer, styled herself in a snake look for our new "Jungle & the City" collection. Wow!



about

LOUISA MAZZURANA

is true to herself! Blogger, influencer and Tamaris reviewer, Louisa has a no-compromise style all of her own. Her blonde bob hairstyle, forthright opinions and inner strength make her unique.

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

Winter or summer - what do you love about the cold season?

What I love doing most in the cold season is going for a walk carrying a hot coffee, wrapped up warm in coat and boots. They're just simple things really, but they make me feel happy every single time!

What does the start of a new year mean to you?

The start of the year always seems like a new beginning to me, even if I'm not always aware of it. There'll always be some changes, at work or in private. The New Year brings in new perspectives and all kinds of exciting experiences.

What do you love dreaming about most when it's cold, dark & dreary outside?

In our hectic times it's not easy to enjoy the moment, because everyone seems driven by consumerism. That's why I love cold, dark unpleasant days, because they let me forget everything for a few moments. That's my way of dreaming.

What's your perfect "Big City Jungle Look"?

Chunky boots, a nice coat, lovely bag and jet black sunglasses!

How many snake print items do you have?

Apart from my tattoo, I only have some snake print accessories and shoes. Restrained, yet effective, they turn every look into something special.

Can you give us three hot styling tips for snake print?

1. Snake print should always be used sparingly, as too many different patterns are distracting.
2. Combine snake prints with classic shades: my favourites are black, white, beige, olive and mustard yellow. Vibrant red tones are also a good match, especially for going out!
3. Snake print is a statement of self-confidence, so wear it that way!

What's your personal no-go?

Wearing real snakes!



BOLD IN SNAKE PRINT:

"I tend to be realistic with my emotions and I'm not a dreamer. When the weather's cold, dark and unpleasant, what I love doing best is cuddling up to my boyfriend, relaxing and just enjoying."

SNEAKER
Art. No.
23704. 2 3

JUNGLE AND THE CITY

“Snake print is a statement of self-confidence. Wear it that way!”

EXCITING LOOK:

“I change my snake print it piece whenever the mood takes me. Apart from my tattoo, that stays for good.”



PUMPS,
Art. No. 22401. 2



SNEAKER,
Art. No. 23704. 2 3



ANKLE BOOT,
Art. No. 25036. 2 3



BAG,
Art. No. 30181.



Available in a large range of colours!

BACKPACK,
Art. No. 30110.

BAG,
Art. No. 30101.

BAG,
Art. No. 30107.

**NEW BAG?
LOGO!**

Want to go with me? Logo! The stylish new bags from the Tamaris collection are your city fashion accessories - for shopping, holidays or nightlife. Her all-over print design has become a modern classic. All kinds of accessories, handbags, casual shoppers, backpacks, bowling bags or trendy belt bags take on a lively, stylish appearance in the new saffiano fabric with cognac coloured grip. Ecru, taupe and brown look great on them.

Top of the Shops!

**No one knows our products better:
Tamaris stores sales ladies know just what their
customers want, and how to combine the latest styles.
This season's new must-haves:**



NICOLE
Store Minden

"The awesome sneaker in the latest colour combination is a great fit for comfortable everyday wear!"



SNEAKER, Art. No. 23731. 2 3



KRISTINA
Store BIELEFELD

"This 'ugly sneaker' is straight out of the 90s and is a great combination piece: casually styled with jeans or chic with a maxi dress. An absolute must-have in anyone's shoe collection."



SNEAKER, Art. No. 23785. 3 4



HELENA
Storeleitung Mannheim

"Pumps with exotic patterns add the finishing touch to any look."



PUMPS, Art. No. 22401. 2

MIND MOVIE

»DOES YOUR ‚SELF‘
NEED SOME FREE SPACE?
LET IT ROAM FREE.
DANCE INTO A GALA
IN SNEAKERS OR RUN
TO THE FITNESS STUDIO
IN HIGH HEELS.«



MY SWEETEST MOMENT

Life is full of many beautiful moments.

Some of them retain a special place in our memory and we look back on them fondly. These women opened up to us and shared the most emotional moments they've experienced so far.

SANDAL, Art. No. 28336. 2

#myselfproud:
"On my wedding day,
when my husband took
my hands in his in front
of everyone and said:
my home is where you are."
ELENA FISCHER @elli_wasili

#myselfintimate:
"My friend paid me a
surprise visit after I'd
been working abroad
for five weeks."
VIVIENNE CHANTAL RADIGK
@viviennemodel



Left: SANDAL, Art. No. 28330. 2 3
Right: SANDAL, Art. No. 28336. 2



#myselfless:
"When we were carefree
children and rolled down
green meadows in summer."
SOSAN POSLUK @x3_susi_x3

SUGAR FLOWERS

Every woman is unique and perfect in her own special way. Single mothers, career women or globetrotters: they couldn't be more different. Despite their disparate personalities, they all share one thing. One extraordinary moment filled with happiness, creating a big smile, or tears of joy. A moment in time vividly remembered, which we'd like to indulge in forever. Eight candidates tell us about their personal "sweetest moment".

*#myselfsatisfied:
"The time the love of
my life asked me to
marry him."*

JULIA RÖMMELT @juliaroemmelt

SLINGBACK, Art. No. 29502. 2

*#myselfdetermined:
"the time I spent in Paris alone
is my sweetest moment. It made
a huge impact on my personality."*

ELLA STEINMÜLLER @ella.ste

SANDAL, Art. No. 28330. 2 3



#myselffulfilled:
"When I went to the dog breeder to choose a puppy and my dog actually chose me."
MARTA WILLWOHL @malieposa

#myselftruly:
"When everyone at my university sang for me on my 20th birthday during a semester party."
SANDRA JANINA VAN DER HEIDE
@sandra_janina_



#myselfaggressive:
"My sweetest moment is definitely the first time I heard my son's heartbeat."
NICOLE SISMANOGLU @niclarive

Left: **SLINGBACK**,
Art. No. 29502. 2 3
Right: **SANDAL**,
Art. No. 28330. 2 3

HIGHLIGHTS



SLINGBACK,
Art. No. 29502. ② ③



BALLERINA,
Art. No. 22101. ② ⑤



Take a look at the new
spring/summer collection!
Delicate pastel shades and 3D
blossom appliqués make every
girl's dreams come true.

*The playful
appliqué blossoms
are real eye
catchers*



SANDAL, Art. No. 28336. ②



SANDAL,
Art. No. 28336. ②



SANDAL,
Art. No. 28330. ② ③



SANDAL,
Art. No. 28330. ② ③



A MATTER OF HEART

tamaris

»WE´RE PASSIONATE
ABOUT SHOES -
AND ABOUT YOU!
OPTIMAL COMFORT,
SNUG FIT AND HIGH-
QUALITY MATERIALS.«

SNEAK(ER) PREVIEW!

The new Tamaris Fashletics collection is coming your way, light footed, adaptable and immensely comfortable. Sporty looks, innovative materials and creative sole designs all add up to a superbly feminine fashion statement. Good news: the sneakers can be worn 24/7, at the office, parties and off the job.

1 CLASSIC LINE

Energy boosters: sporty Fashletics sneakers are incredibly lightweight, extremely comfortable and well-fitting. In breathable mesh, natural merino wool or modern reptile embossing, smart designs combined with functional features result in style hits. They're already a common sight in city offices and clubs.



*With real merino wool!
For a soft comfortable
feel and with maximum
breathability!*



SNEAKER,
Art. No.
23732. 4



SNEAKER,
Art. No. 23734. 4



SNEAKER,
Art. No. 23721. 4



SNEAKER,
Art. No. 23732. 4



2 BACK TO THE 90'S

True sole mates: the Fashletic collection's neon colours, Strass stones and modern chunky soles pay homage to the 90s. Wonderfully comfortable and lightweight, displaying their fashion credentials with every step. Worn as everyday sneakers, they gently absorb pressure, adapt flexibly to the foot shape and react to changes in temperature. The blend of materials gives the sneakers a shiny or transparent look. One of a kind!

Tamaris



SNEAKER
Art. No. 23736. ③ ④



SNEAKER
Art. No. 23785. ③ ④



THE PERFECT COMBINATION

*Light, lighter!
Chunky sneakers
are the perfect match
for flowing fabrics.*

SNEAKER,
Art. No. 23738. ③ ④

WHICH SHOE DOES THE BEST COMBO?

Mini, midi or maxi? Skirts are all-rounders. Worn in summer or winter - properly styled, they're a chic item all year long and on any occasion. Every outfit needs the right shoes to look good. Sometimes the shoe isn't a good match for a skirt. Here are some tips for optimally styling all kinds of skirts!



The shorter the skirt, the flatter the shoe should be!



SLINGBACK,
Art. No. 29403. ②

Ballerinas or cute strap sandals promote a playful summery look. Mix and match loafers or slingbacks for a more mature style. In contrast, the mini skirt shown goes exceptionally well with sandals and pumps. In autumn, you could add ankle boots and a pair of tights.



Totally casual when worn on the hip!



SNEAKER,
Art. No. 23744. ③

Sneakers create a sporty, everyday look in this pairing. Flat sandals with straps or small trimmings make a more feminine outfit. For a slightly more "adult" feel, wear slingbacks and pumps for office and evening wear!



Now there's a feminine silhouette!



FLAMENCO,
Art. No. 29300. ② ③

High heeled shoes are a must so you don't look hunched up! Closed or open high-heeled shoes lengthen the figure and make legs appear longer. If you don't want to walk that tall, go for kitten heels instead, which are better suited for everyday use. If you MUST have flat heels, try loafers.



LOUISA MAZZURANA
is a blogger and model

“Different skirt lengths and shapes allow them to be combined in a huge variety of styles. With a top or blouse in summer, and a nice knitted jumper in winter - Skirts are hot all year long!”



MAXI SKIRT
A maxi skirt evokes feelings of relaxation, freedom and summer!



PUMPS,
Art. No. 22402. 3 ♥

Hippie Hippie yeah!

Flat leather gladiators with coarse stitching are suited to linen and cotton styles. This has a slightly hippie effect. Viscose and satin models have a touch more elegance, and look great with dainty narrow high heels, creating an elegant and airy summer look for going out.



WRAP SKIRT
Sneakers, sandals, high-heels - if a wrap skirt is the right length, it can be matched with any kind of shoe.



SANDAL,
Art. No. 28303. 3 ♥

Platform sandals go wonderfully well with long wrap skirts. Conjure up a holiday mood with this fresh summer look. Short to medium-length wrap skirts can be combined excellently with sneakers or high heels, giving the overall look a more casual feel.



PLEATED SKIRT
Combined with sneakers, this elegant skirt becomes something you can wear every day.

SKIRT, from OPUS



SNEAKER,
Art. No. 23785. 3 4

What a clash of styles!

Calf length skirts present some styling challenges. Ballerinas and pumps to make it more conservative. Flashy elements give sneakers a cool glam look. Sneakers for a change in style. High heels enhance elegance and create a lively gait.

Guard shoes against the elements!

As much as we love wearing our shoes - the elements can do a lot of damage to them. Apply the right care to your footwear to make them more resilient to rain, dry air from heaters and stony ground. You can do the following:

If you love your shoes, take care of them!



Dirt has to be removed from all kinds of shoe - textile, smooth leather or buckskin. Proceed as follows:

- Take out laces**
- Remove dirt**
A horsehair brush is ideal for leather shoes. It's really easy to remove stubborn dirt with a damp cloth and neutral soap.

Those annoying road salt stains on leather and textile shoes are best removed with tepid water and white winevinegar. Blend in equal proportions and apply carefully to the stains with a cotton cloth until they have completely disappeared.
- Apply care product**
Use beeswax or shoe cream on smooth leather shoes. A note of caution: suede shoes lose their rough texture this way.



Sneakers are characterised by their light coloured soles. Here's how to keep them gleaming:

- Don't let the dirt dry, remove it straight away**
- Use a shoe brush to remove coarse dirt, then warm water with dishwashing liquid**
- The finishing touch**
Use Tamaris Clean & Pure Sole Cleaner. The lotion removes dirt and discolouration from pale rubber soles.
- ⚠ Important**
Small stones can also damage shoe soles. We recommend taking a look at the soles each time you wear the shoes, removing any stones carefully with a screwdriver.



Waterproofing is crucial. New shoes are usually waterproofed, however, protection doesn't last forever and has to be renewed at regular intervals.

- Are the shoes clean and dry?**
- Waterproofing**
Shake the can, spray evenly over the shoe from approx. 20 cm distance.
- ⚠ Important**
When water no longer runs off the surface, it's time to waterproof the shoes again. Or when your feet get wet again.

SERVICE

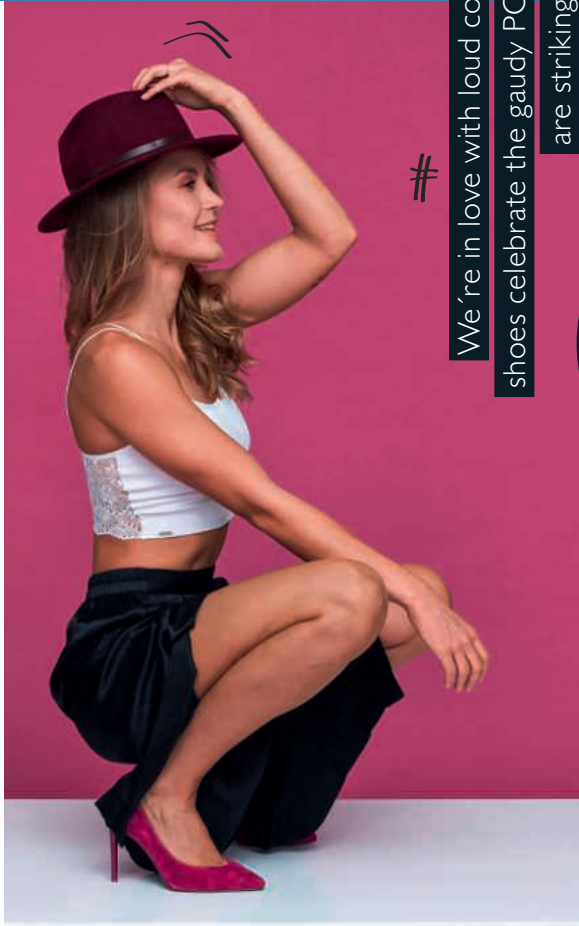
GUT INSTINCT

tamaris

»CAN'T YOU FEEL
THE BUTTERFLIES
IN YOUR STOMACH
WHEN YOU ENTER
OUR STORE!«



POWER
We're in love with loud colours, just like these four power ladies. Dynamic women in power shoes celebrate the gaudy POWER POPS collection. Pumps, sneakers and booties in signal shades are striking key pieces making fashion statements this season.



POPS



"As Chaplin once said
'We think too much and feel too little'.
My journey to myself, in good and bad
times, brought me closer to people, allowing
me to truly love and empathise.
I want to share this emotion with others,
as a mother, down... and as a human being."

KATAHRINA KLEIN

The single mother of two children learned that fears can be transformed into superpowers. Katharina is a 27-year old performance artist, passionate about the magical aura of theatre.

AGE: 27

INSTAGRAM:
[@katharina.kleinkunst](#)

MOTTO:
[#myselfconnected](#)

INTERESTS:
— Better Tomorrow & Sustainability
— Artist & Entrepreneur
— Travel & Nature

PUMPS,
Art. No. 22443. 2 3



“Be whoever you want to be
and don't let anyone tell
you you can't do something.
It's not always easy, but it's
always worth it!”



SNEAKER,
Art. No. 23731. 2 3

VANESSA STEINMAYR

Vanessa describes herself as 'totally crazy'. The trainee teacher finds that studying, modelling and taekwondo don't get in each others way. Quite the opposite: they encourage her to live the various aspects of her life.

AGE: 26

INSTAGRAM:

@vanessanessacarmen

MOTTO:

#myselfcrazy

INTERESTS:

- Activity & Health
- Family & Friends
- Fashion & Style



GO FOR IT

"If you're searching for a vocation, it makes no difference if you're 18, 38 or 88 years old. Don't be afraid to reinvent yourself as often as you want, change your direction and redefine yourself. ☺"

Retain a sense of curiosity and be confident, because your life begins where your comfort zone ends."

LEONIE VON HASE

What does beauty really mean? The e-shop manageress says, obviously a combination of strength, character and being yourself. Self-determination is more important than success for this inventive German-African lady.

AGE: 35

INSTAGRAM:
@leonievonhase

MOTTO:
#myselfunconventional

INTERESTS:
— Better Tomorrow & Sustainability
— Fashion & Style
— Artist & Entrepreneur

SNEAKER.
Art. No. 23731. 2 3

JULIA WOLF

Sport set her free. Now a model and moderator, Julia is outspoken and self-confident in her views. She wants things to change for the better, and to support women.

AGE: 26

INSTAGRAM:

@julia.l.wolf

MOTTO:

#myselfmotivating

INTERESTS:

- Activity & Health
- Family & Friends
- Fashion & Style

"Real friends will always be part of our lives, whether we see them frequently or not. It's something I realised after one of my oldest girlfriends sent me an e-mail that moved me to tears. Some people are always there for you, even if they seem a long way away."



PUMPS,
Art. No. 22443. 2 3

HIGHLIGHTS



BAG,
Art. No. 30380.



PUMPS,
Art. No. 22443. 2 3



SNEAKER,
Art. No. 23731. 2 3



BOOT,
Art. No. 25312. 2 3



BAG,
Art. No. 30454.



PUMPS,
Art. No. 22443. 2 3



SNEAKER,
Art. No. 23731. 2 3



We women are remarkable! The powerful "OH la la" perfume from Miro - it is as if it has been made just for us. Vigorous, but with a delicate lotus, daffodil and rose bouquet. Via flaconi.de

**Go for colour -
in your own home too.
Art prints at:
kunst-fuer-alle.de**



BAG,
Art. No. 30452.

1 **ANTI**
shoxx
feel free

2 **TOUCH**
it
feel soft

3 **LEATHER**
CUIR

4 **removable**
FOOTBED

5 **ANTI**
SLIDE

Just because I have children, doesn't mean I have to spend time cooking all day!

Is there any greater bliss than riding? ?



#myself IS SIMPLY BETTER

No one tells me what to do or how to live.

It's a fact that some people seem to have missed.

Why can't I be accepted as I am, with all the facets of my personality?

Why women should assert themselves and be completely #myself.



Recently someone asked me what I like cooking most and I said: nothing. He was confused, but still asked: you've got kids!

He was right about one thing - I do occasionally spend time in the kitchen and not just at my computer keyboard. But I don't enjoy it at all. Lots of people find that astonishing! I'm not a romantic type, dreaming about fanciful escapades, and I find activities like crafting, for example, are a waste of time. #myself was a highly motivated idealist at the beginning of my career, driven to take on the world. Obstacles were often put in my way.

Sometimes I didn't fit into outdated mindsets, or my personal vision of how to live didn't match what was required of me. Why do I have to constantly stand up for myself, justify and examine what I do? If you constantly have to prove what you can do and who you are, you end up going nowhere, and it's difficult to find a way out of it. What's the solution? Be authentic, completely #myself. That's easy enough to say, but often difficult to put into practice, especially when challenges arise. At times, I feel like activating my superpowers, like Superwoman, to defend my innermost strengths. At others, I just want to be left in peace, going through life in comfy sneakers, and not in tight shoes. Let's be honest: Women are on a journey that couldn't be more

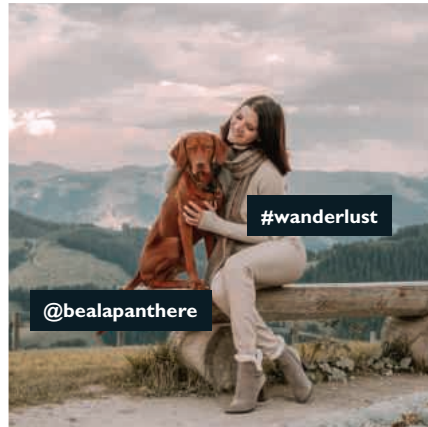
exciting, a voyage of self-discovery. Be guided by inner instincts and listen to the voice that's sure to say: 'You have reached your destination!' You might make a couple of detours, a wrong turning or U-turn. Exploit your talents, because, let's be honest, women have the incredible knack of somehow always making a good impression, even if we've suffered a put-down, or just got our own way. Be sure of one thing - you're fine just as you are. That way you support all women who want to be #myself.



STEFFI MOGE
Freelance writer,
loving mother of two,
with no need for
improvement!

#INSTAMARIS

Follow us on Instagram: @tamaris_official



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