



**DEICHMANN**

Deichmann – A Journey through time  
1913-2014

# 1913

Everything goes back to the workers' district Essen-Borbeck at the heart of the Ruhr region, where 25-year old Heinrich Deichmann opens a shoemaker's workshop, which he runs together with his wife Julie. He buys – unusual for the time – shoe repair machines. Hence, he can speed up his work and offer affordable prices.



Heinrich Deichmann with daughter Ellen in front of his workshop

# 1919

Start of selling factory made shoes. Many of DEICHMANN customers are coalminers. They need low-priced but hard-wearing shoes. Heinrich Deichmann adds factory made shoes to his product range, which he sells to the miners. This sector soon becomes the most important source of income for the young company, which not only benefits from Heinrich Deichmann's hard work but also from the efforts of his wife Julie.



# 1926

Heinz-Horst Deichmann is born as the youngest of five children. He grows up with four older sisters.



Heinrich and Julie Deichmann, the founders of the enterprise

# 1936

Opening of the first large shoe shop at Borbecker Markt in Essen.



Branch at Borbecker Markt



# 1940

Heinrich Deichmann dies. His wife Julie Deichmann continues the business on her own.

# 1945

As early as June – only a few weeks after the War has ended – business recommences by selling remaining stock, which Julie Deichmann had stored in safe places. Over the coming months, the entire family is worried whether the business will survive. They recruit twelve employees and repair shoes. Not short of ideas, they are able to improvise and produce 50,000 pairs of shoes from poplar wood and parachute harnesses. Deichmann starts an exchange for second-hand shoes and soon has 5,000 addresses on file.



Shoes made from poplar wood and parachute, produced shortly after the War

# 1949

The first DEICHMANN branch outside Essen is opened in Düsseldorf. In the meantime, Heinz-Horst is studying medicine at Düsseldorf University and uses his journeys between home and university to deliver shoes to the Düsseldorf branch. His mother Julie continues to run the business.



Branch on Ackerstraße in Düsseldorf

# 1955

Opening of a DEICHMANN branch in Oberhausen. Heinz-Horst Deichmann is looking for new ways to attract customers. He introduces among other so-called “self-selection stands” and starts to put shoes on display in the shopping mall. Deichmann had seen this type of presentation a short time before at Oxford Street in London. Apart from that, he develops the sales principle, which still applies today: DEICHMANN offers high-quality fashionable shoes and good quality at affordable prices. His aim is to reach broad groups of buyers.



First Branch in Oberhausen





# 1956

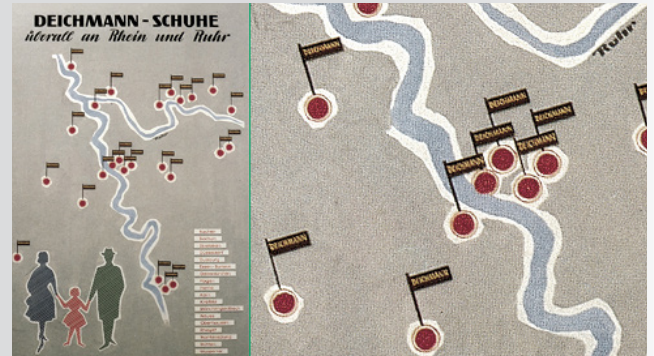
Dr. med. Heinz-Horst Deichmann ceases to work as a general practitioner and takes over the leadership of the company.



Company outings were part of the corporate culture right from the start.

# 1963

The company celebrates its 50<sup>th</sup> anniversary. Customers can now shop in 16 specialised DEICHMANN retail branches between Rhine and Ruhr.



Das Filialnetz wächst.

# 1968

The company moves into the new administration and warehouse building at Boehnertweg 9 in Essen (today: Deichmannweg). Several extensions and many years later, the company headquarters are still in the same location.



Administration and warehouse building 1968

# 1973

When, due to the lack of a successor from its own ranks, the long-standing family-led Swiss retail shoe company DOSENBACH is looking for a buyer, the shoe chain is taken over by Dr. Heinz-Horst Deichmann. He continues it under its established name and starts - in time for the sixtieth birthday of the company - its international expansion.



Dosenbach branch in Schaffhausen



# 1975

Opening of the 100<sup>th</sup> DEICHMANN retail branch in Würzburg.

# 1977

During a visit in India, Dr. Heinz-Horst Deichmann is suddenly confronted with hundreds of leprosy sufferers. This encounter affects him to such an extent that he decides to help: soon afterwards he establishes the aid organisation "wortundtat", which provides disadvantaged people with access to medical and social aid and sets up educational and training facilities. Today, in India alone the organisation is helping more than 120,000 people each year.



wortundtat has been people in need in India since 1977

# 1978

The speedy distribution of goods becomes increasingly more important: the first central warehouse is set up in Bottrop.



# 1980

Opening of the 200<sup>th</sup> DEICHMANN retail branch in Hannover.

# 1984

By taking over the shoe chain Lerner Shoes in the USA, DEICHMANN starts to gain a foothold in the second market outside Germany. Shortly after the acquisition of the company, Lerner Shoes is renamed to become RACK ROOM SHOES, which is a reference to their shop fittings. Dr. Deichmann is the first to introduce the shelving system in Europe, where the customer is presented with a complete pair in the box.





# 1985

In the Netherlands, the vanHaren family cannot appoint a successor from their own ranks to continue the shoe chain bearing the same name. Dr. Deichmann takes over the chain and manages it under its well-known name.



Dutch vanHaren branch

# 1988

DEICHMANN celebrates its 75<sup>th</sup> anniversary and now has 400 branches in Germany. A second distribution centre is opened in Franconian Feuchtwangen. By taking over the until then also owner-managed retail shoe chain ROLAND, the DEICHMANN group is joined by another well-known name. The company, whose original reputation was based on being a provider of men's shoes, is gradually developed into a full-range supplier with modern shops in major German cities.



Roland branch in Hamburg

# 1989

The son of Dr. Heinz-Horst Deichmann, Heinrich Deichmann (born 1962) joins the company. He shares his name with the founder of the company.

# 1990

The first DEICHMANN retail branch in the new federal states is opened in Coswig near Dresden.

# 1992

Official opening of the third DEICHMANN distribution centre in Soltau. For the first time, DEICHMANN starts its expansion abroad under its own name - in Austria. In the same year, the company is taking over the Swiss shoe chain OCHSNER.



Swiss Ochsner branch



# 1995

Since German reunification, over 140 DEICHMANN shops have been opened in the new federal states.  
Start of the first DEICHMANN TV spot, telling the viewer: "Hard to believe - brand-name shoes at such low prices - DEICHMANN."

# 1996

Opening of the 800<sup>th</sup> retail branch in Dessau  
Dr. Heinz-Horst Deichmann starts setting up a medical aid project in the south of Tanzania, right in the middle of the African bush.



Medical care in Kiama

# 1997

The first DEICHMANN retail branch in Poland is opened in Konin in May.

# 1998

In January, Wolfen, the fourth DEICHMANN distribution centre, starts to operate. It supplies the new federal states and Poland. The opening of the 50<sup>th</sup> DEICHMANN branch is celebrated in Austria.

# 1999

Heinrich Deichmann takes over the management of the Group from his father Dr. Heinz-Horst Deichmann.  
The 900<sup>th</sup> branch opens its doors in Berlin.

# 2000

Under [www.deichmann.com](http://www.deichmann.com), DEICHMANN is the first shoe retailer to sell its products on the internet via an online shop.  
Dr. Heinz-Horst Deichmann is appointed Indian Honorary Consul for the state of North Rhine Westphalia (NRW). He receives the Grand Cross of Merit in the same year.



# 2001

DEICHMANN enters the British market. The first branches are opened in Hungary.



# 2002

Takeover of the OFF BROADWAY Group in the USA .



Off Broadway branch in Hazelwood

# 2003

Opening of the first DEICHMANN retail branches in Czechia (Pilsen) and Denmark (Aarhus). DEICHMANN celebrates its 90<sup>th</sup> anniversary.



# 2004

DEICHMANN also opens its first branches in der Slovakia. Start of the new brand-name campaign "A good deal. DEICHMANN."





## 2005

DEICHMANN acquires the trademark rights of the oldest and most traditional children's shoe brand Elefanten, as well as taking over lasts, tools and some employees experienced in technical development and supplier relationships.

The 125-year old long-established brand Gallus also joins DEICHMANN and manages a successful relaunch with a wide range of innovations.



The "DEICHMANN Award", which supports initiatives against youth unemployment, is launched. The prize honours schools, companies or initiatives, whose aim it is to help disadvantaged young people to enter the labour and training market. Since then, it has been awarded annually.



The Deichmann Award is launched in 2005

## 2006

Opening of the first DEICHMANN branches in Turkey and Slovenia.

## 2007

Expansion towards Sweden, Rumania and Croatia. The "Pussy Cat Dolls" promote DEICHMANN.

## 2008

DEICHMANN also launches branches Italy and Lithuania. The English girl band "Sugababes" is the star of the new advertising spots.



# 2009

DEICHMANN opens its first branches in Bulgaria.  
The American supermodel Cindy Crawford promotes 5th Avenue.



# 2010

DEICHMANN-Spain is launched.

# 2011

DEICHMANN presents a new corporate logo on 1st February.



## DEICHMANN

The 3,000<sup>th</sup> branch of the Group is opened in Istanbul on 31.3.2011.  
In March, DEICHMANN opens its first branch in Serbia - and enters the market in Portugal.



# 2012

Oscar winner Halle Berry becomes the latest star to promote DEICHMANN.



# 2013

DEICHMANN opens its first branches in Bosnia-Herzegovina in March. Thus the group operates in 23 countries. DEICHMANN celebrates its 100th anniversary. The group sells 167 million pairs of shoes, operates 3,500 branches all over the world and employs a staff of about 35,000.



# 2014

DEICHMANN opens an additional distribution center in Monsheim in Rhineland-Palatinate in February. In March, the company enters the Russian market. DEICHMANN starts with the new slogan "Because we love shoes." to the spring/summer season.

