



Ellie Goulding and DEICHMANN present their first joint shoe collection in London

ESSEN/LONDON, 1 March 2017. Europe's biggest shoe retailer, DEICHMANN, and British singer Ellie Goulding invited guests to London last night for the exclusive presentation of their first joint shoe collection. In the trendy MC Motors venue, a selected group of international journalists, bloggers and VIPs were shown the new "Ellie Goulding for DEICHMANN" collection in a fashion show, and were also able to take part in a live acoustic performance by the star singer-songwriter.

"For me, shoes are an indication of what mood you are in. Launching a collection of my own gives me the opportunity to express my style. My collection includes shoes for any occasion – I really can't decide if I like wearing heels or flats better – I am constantly changing it up ", says Ellie Goulding, who stormed the charts with songs like 'Love Me Like You Do' and 'Burn' and has been one of the decade's most successful female British solo artists ever since. Together with DEICHMANN, she celebrated the launch of the collection in her home city of London yesterday evening, the day before the collection goes on sale.

The guests, who entered the venue along a green carpet rather than a red one, included journalists and influencers from all over Europe, along with VIPs such as Let's Dance presenter Sylvie Meis and Instagram queen Pamela Reif, who have both also developed their own shoe collections with DEICHMANN. Even the British Royal Family was represented at the event, in the person of the 21-year-old Lady Amelia Windsor. Lilly Becker, wife of Boris Becker, and Austrian actress and presenter Mirjam Weichselbraun were delighted to attend the premiere in their hometown London. Other guests included the German presenter Debbie Schippers, German sports- and showstars Magdalena Brzeska and her daughter Noemi Peschel, British actors Stephanie Davis and Jennifer Metcalfe, Spanish actress Dafne Fernandez, Swedish singer Peg Parnevik and Danish actress Julie Zangenberg.



The evening also celebrated the premiere of the TV spot for the campaign, created by star director Emil Nava and presented to the public for the first time yesterday.

Heels, ethnic sandals, wedges, sneakers, espadrilles or mules – the "Ellie Goulding for DEICHMANN" collection is defined by the motto "Rock your Look". Bright colours, extravagant cuts, individual finishes and rock star studs give the styles that extra something special. The "Ellie Goulding for DEICHMANN" collection is available now in stores and online at www.deichmann.com. The styles cost between €19.90 and €34.90.

The collection is being sold in DEICHMANN Group stores and online in 21 European countries.

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DEICHMANN SE, which has its headquarters in Essen, Germany, was founded in 1913 and is still 100% owned by the founding family. The company is a market leader in the European retail shoe trade and employs over 37,300 people worldwide. Branches are operated under the name of DEICHMANN in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Hungary, Italy, Lithuania, Poland, Portugal, Rumania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey and the United Kingdom. In addition, the Group is represented in Switzerland (Dosenbach/Ochsner/Ochsner Sport), the Netherlands (vanHaren) and the USA (Rack Room Shoes/Off Broadway). In Germany, Roland SE is also part of the corporate group. The company is represented in Germany, Austria and Switzerland with MyShoes SE.