



# DEICHMANN

## Expansion 2025

DEICHMANN Expansion 2025

**D**  
DEICHMANN



Our passion for shoes shines through everything we do,  
from the selection of on-trend brands and models to our  
standards for quality and workmanship up to our high  
standards of service and consultation.

And that's for more than 100 years!

**Because we love shoes.**



# A philosophy


that we share with our customers.  
Even for them, Shoes are more than  
just clothing - they're a statement  
of style and personality.

**With a large selection  
of the latest brands,  
DEICHMANN offers each  
customer the right shoe  
at the best price.**

DEICHMANN Expansion 2025

**D**  
DEICHMANN





# Sporting highlights from adidas to Nike

Official partners of the DEICHMANN Group



FILA



PUMA

asics

Reebok



DEICHMANN Expansion 2025

DEICHMANN



# Fashion highlights from Bench to Skechers

Lifestyle brands that inspire!

**Bench.**

bugatti

**ROMIKA®**

ESPRIT



**DANIEL HECHTER**  
PARIS

**SKECHERS**

**D**

**DEICHMANN**



# Our brand world.

DEICHMANN does not only offer a wide selection of the latest top brands but also our own high-quality brands.








**Amongst all the diversity  
there is one thing in common:  
DEICHMANN offers expert  
service.**





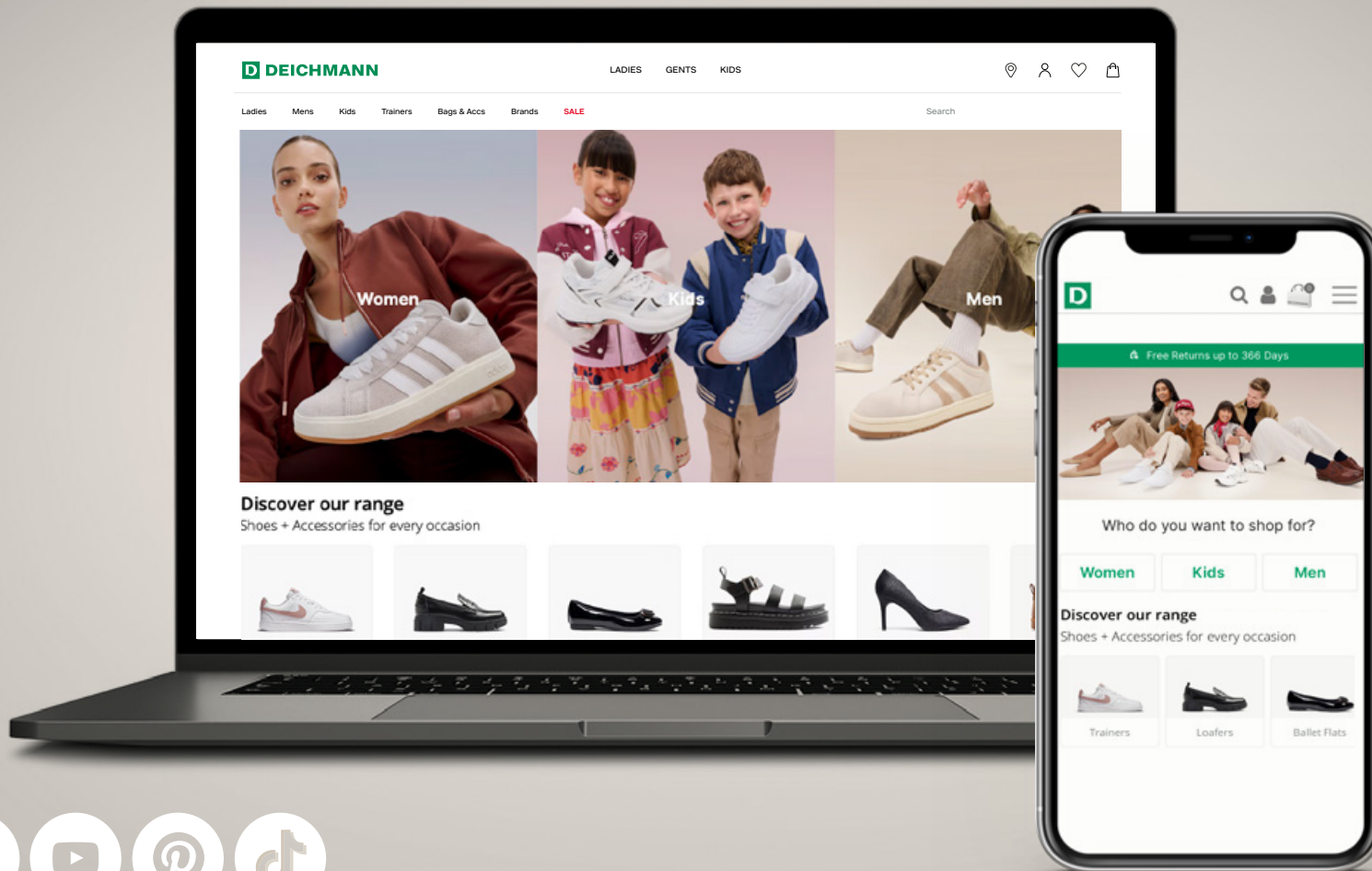
**Not only in the  
classic retail stores ...**

DEICHMANN Expansion 2025





# ... but also online and in our multiple social media channels.



DEICHMANN Expansion 2025





**Along with an  
ambience where  
seamless shopping  
experience across  
all channels  
becomes more  
enjoyable.**

**We look forward to seeing you!**

DEICHMANN Expansion 2025

**D**  
DEICHMANN





# **Facts & Figures**

## **The company in numbers 2025**

DEICHMANN Expansion 2025

**D**  
DEICHMANN



# Growth & expertise

**DEICHMANN looks back on a 111-year tradition. The family-owned company is Europe's largest shoe retailer.**

**The DEICHMANN Group sells 180 million pairs of shoes worldwide per year. A figure that speaks for itself.**

**In its corporate history, DEICHMANN has grown independently, without going public or taking on debt.**

**Our years of market knowledge and our financial power is the guarantee for our successful expansion.**

\* figures as at 31/12/2024





**No. 1 in Europe**  
**over 180 million pairs of shoes**

**35 countries**

**4,700 stores**

**37 online shops**

**49,900 staff**

**8.7 billion Euro in sales**

DEICHMANN SE achieved a gross turnover of 8.7 billion Euros (net 7.5 billion Euros) worldwide in the financial year 2024. Around 180 million pairs of shoes were sold in the group's branches and online shops in 2024.

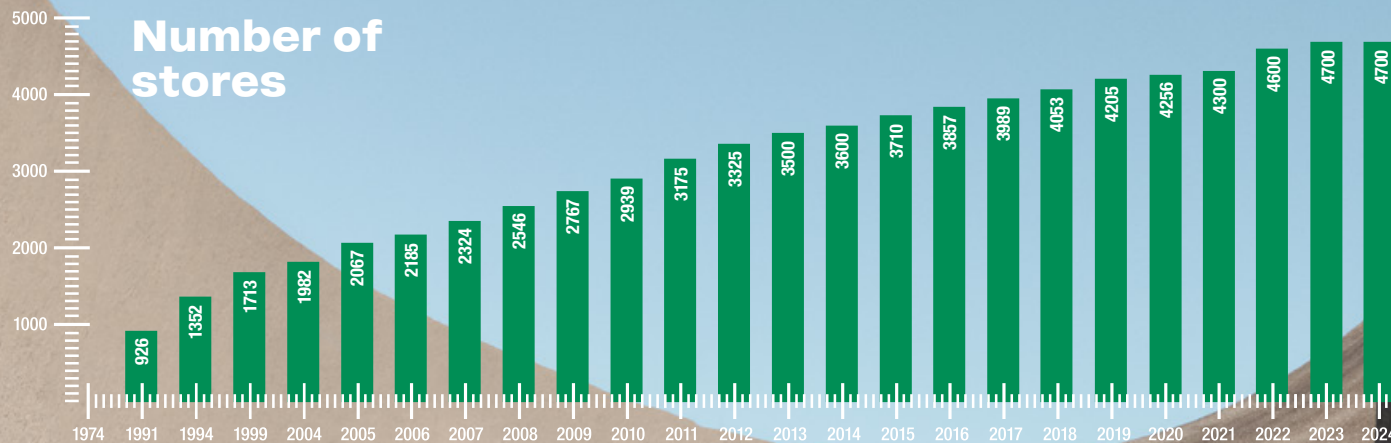
\* figures as at 31.12.2024



# Our stores

As Europe's largest shoe retailer, DEICHMANN focuses on a wide range and the best possible service in its stores and online shops. Shopping should be as easy and convenient as possible for customers. That's why DEICHMANN, as an omnichannel provider, combines traditional bricks-and-mortar shopping in local stores with customer-centred digital services – all in a bright and friendly atmosphere.

Our state-of-the-art shop design concept is based on this claim, which is why we invest millions every year in the modernisation of our stores and the acquisition of attractive store locations. You will find us on the trendy boulevards and in the top shopping centres as well as in the countryside.





# The evolution of the DEICHMANN group

**1913** **Germany**  
Establishment DEICHMANN

**1973** **Switzerland**  
Acquisition DOSENBACH

**1984** **USA**  
Acquisition  
RACK ROOM SHOES  
(previously LERNER SHOES)

**1985** **Netherlands**  
Acquisition vanHAREN

**1992** **Austria**  
Introduction DEICHMANN  
**Switzerland**  
Acquisition OCHSNER

**1997** **Poland**  
Introduction DEICHMANN

**2001** **Hungary**  
Introduction DEICHMANN  
**United Kingdom**  
Introduction DEICHMANN

**2002** **USA**  
Acquisition  
OFF BROADWAY

**2003** **Czech Republic**  
Introduction DEICHMANN  
**Denmark**  
Introduction DEICHMANN

**2004** **Slovakia**  
Introduction DEICHMANN

**2006** **Slovenia**  
Introduction DEICHMANN  
**Turkey**  
Introduction DEICHMANN

**2007** **Romania**  
Introduction DEICHMANN  
**Croatia**  
Introduction DEICHMANN  
**Sweden**  
Introduction DEICHMANN

**2008** **Italy**  
Introduction DEICHMANN  
**Lithuania**  
Introduction DEICHMANN

**2009** **Bulgaria**  
Introduction DEICHMANN

**2010** **Spain**  
Introduction DEICHMANN

**2011** **Portugal**  
Introduction DEICHMANN  
**Serbia**  
Introduction DEICHMANN

**2013** **Bosnia and Herzegovina**  
Introduction DEICHMANN

**2018** **France**  
Introduction DEICHMANN  
**Belgium**  
Introduction DEICHMANN

**2019** **Latvia**  
Introduction DEICHMANN  
**Estonia**  
Introduction DEICHMANN  
**UAE**  
Introduction DEICHMANN  
(Franchise)

**2020** **Kuwait**  
Introduction DEICHMANN  
(Franchise)

**2021** **Qatar**  
Introduction DEICHMANN  
(Franchise)

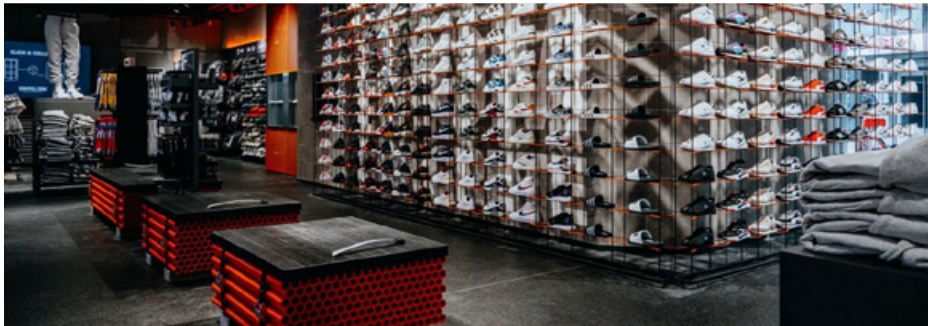
**2022** **Oman**  
Introduction  
DEICHMANN  
(Franchise)

**2023** **Saudi Arabia**  
Introduction  
DEICHMANN  
(Franchise)  
**Kenia**  
Introduction  
DEICHMANN  
(Franchise)  
**Ivory Coast**  
Introduction  
DEICHMANN  
(Franchise)

**2024** **Bahrain**  
Introduction  
DEICHMANN  
(Franchise)  
**Ghana**  
Introduction  
DEICHMANN  
(Franchise)







# Our shop concepts

In addition to the DEICHMANN format, the group is globally represented with further concepts: in Switzerland (Dosenbach/Ochsner Shoes/Ochsner Sport), in the Netherlands and Belgium (vanHaren) and in the USA (RackRoom Shoes). The company also includes the SNIPES group with shops in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal, the USA, Italy, Croatia and Poland.





# Our shop concepts

**High streets –  
City centre locations  
as well as highly frequented  
pedestrian zones**

- shops in prime locations
- preferably at ground level
- at least 400–500sqm, with additional storage space if appropriate
- in exceptions, multistorey with up to 1,000sqm
- good visibility
- wide shop front
- straight-line/preferably rectangular floor plan
- very good accessibility and transport links



DEICHMANN Expansion 2025







# Our shop concepts

## Shopping Centres

- modern architecture or well-preserved historic buildings
- box-style store
- gross area of approx. 400-500sqm
- strong tenant mix, consisting of international and national fashion retailers and specialist shops
- minimum of 9m shop front
- ceiling height of at least 3m
- good visibility and profile







# Our shop concepts

## Retail Park Centres

- shop with minimum 400sqm
- with appropriate tenant occupancy consisting of a hyper- or supermarket as well as convenience goods retailers
- with good transport links and spacious parking facilities





## **Questions? Contact us!**

**Mrs. Eda Kahraman Yesilyurt**  
**[eda\\_kahraman-yesilyurt@deichmann.com](mailto:eda_kahraman-yesilyurt@deichmann.com)**  
**+49 201 8676 259**

**[deichmann.com](https://www.deichmann.com)**