Ready for Spring/Summer 2023

DEICHMANN presents the new fashion highlights

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Opposites attract in spring/summer Enjoying the sunshine with the family by day, going clubbing with the girls at night – DEICHMANN's Spring/Summer Collection is as full of contrasts as the season itself. Chunky sneakers meet pastel sandalettes; natural wood-look clogs and raffia mules contrast with sexy metallic heels. Great new heels, square toes, transparency, mega-platforms, colour and joie de vivre everywhere – bring on the spring and summer!

Power colours

When the world feels grey now and again, fashion brings in an overload of colour and positivity: happy pastels, dazzling power colours and shimmering sunset metallics. Styles in delicate rose pink, lemon yellow, mint or lavender shades, glowing bright pink, orange, green, calm blue, fuchsia or luxurious gold bubble over with high spirits with every step – guaranteed to be infectious.

Models in soft cream, beige, sand or off-white are less dominant but more elegant for that, and popular vanilla shades are a classy, charming way to round off a summer outfit.

Sneakers: a never-ending love story

A must-have this sneaker season: Colours from soft to expressive, striking coloured chunky soles plus styles in a cool basketball, retro or vintage tennis look. Good vibes only: Art paintings with floral details, playful love texts, tiny hearts or coloured hippie beads spread a bit of love across the world with every step.

Chunky sandals

… But we can do more! Chunky sandals show the tougher side of the Collection. Models in black, delicate monochrome creams or striking colours are totally eye-catching and get the maximum style out of every outfit. The special look comes off best in contrast with delicate fabrics and feminine designs.

Our kind of accessories

Buckles, crystals, extravagant chains in gold, black or silver: We wear the most beautiful pieces of jewellery where they can be seen easily – on our feet! Stylish loafers with chunky soles, glitter wedges, elegant mules, exciting chunky sandals or feminine heels – these gorgeous ornaments turn every outfit into something very special.

Playful details run through the entire collection: Braiding, knots, transparent sections recalling the Noughties, wood-look styles or delicate straps. For those special moments: translucent heels in a shimmery Cinderella look. And above all – futuristic-looking heels are one of the highlights of the season!

The new It Bags

There’s just as much variety in bags as we enter the spring and summer. Spacious shoppers or stylish mini-bags, natural ethnic looks versus elegant brand-look monogrammed bags – they all reflect the fashion trends: springtime pastel shades, details such as braiding, power colours and shimmering metallics.

The cherry on top: Carefully matched accessories such as bright caps, bucket hats, visors or straw hats round off the spring/summer look. The last of these are given a style update this season and now feature bold chain details.

Men’s style

This season, the focus is on cool fashion sneakers. Alongside muted shades, models look stylishly summery in an all-white design with striking soles and colour combinations. Light slip-ons, trekking sandals and mules go best with the relaxed leisure look. The latest lace-ups are guaranteed eye-catching at the next party or in the office, with crocodile and patent details alongside the classics.

Cool girls, cool boys

The best thing for kids is to look like the grown-ups – and DEICHMANN’s new collection makes their dream come true. One trend is definitely in the spotlight for kids too: Colour, colour and more colour. Delicate pastel highlights and head-turning details in loud pink, orange, green or lilac suit kids’ taste best. We create cute mini-me looks with boots, sneakers, loafers and sandals. For girls, there are also rainbow designs, star and flower patches and a playful hippie look. For boys, details in neon colours pep up restrained blue, beige or black.

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DEICHMANN SE, headquartered in Essen, Germany, was founded in 1913 and is still 100% family owned. The corporate group is a market leader in the European retail shoe business and is active in 31 countries worldwide. It employs over 46,000 people and operates over 4,500 branches and 40 online shops. Alongside the DEICHMANN fascia, the company also includes the concepts MyShoes, Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium, Rack Room Shoes in the USA plus the SNIPES group with stores and online shops in Europe and the USA.