What to Wear in Autumn/Winter Collection highlights at DEICHMANN

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Women’s styles in leather and synthetics

It’s A Style Empowerment

Whether she’s a woman with full-time family commitments, a working power mum or a career girl focussing on the next step up the career ladder – the modern woman decides for herself where her life is going. And one thing is certain: Strong women need strong styles!

DEICHMANN’s new Autumn/Winter Collection is also all about self-confident looks. Glamorous, cute, sporty, totally relaxed or punk-style – we have the perfect fashion piece however we’re feeling, for any situation and any mood.

Dipping into the paintbox

Alongside the obligatory autumn-winter shades like brown or black, we’re also continuing to focus on soft shades of beige. Off-white or cream, monochrome or with a black sole for contrast: They’re all guaranteed to create successful styles. And there’s another colour trend that’s too good to let go: shades of green.

A few carefully placed splashes of colour in glowing red, bright pink, lilac or blue are particularly vital in these dark months of the year. Elegant pumps, striking ankle-boots, loafers and sneakers add an extravagant touch to any outfit.

Monogram: an elegant brand look

As an all-over design or little details here and there: The on-trend brand look runs through the entire collection, adding a touch of elegance to selected models – from tough boots through chunky sneakers to loafers.

Eye-catching soles

Tough boots, lace-ups and loafers are already wonderfully eye-catching in themselves. But this season, they’re being given a powerful style update, and the trend is called: coloured outsoles! Chunky soles in red, green, stylish pink or beige catch the eye straight away and are the heart of every look. For an even more striking touch: colours that go beyond the sole.

More bling!

We’re definitely keeping an eye on these: This season, striking accessory chains on sneakers, pumps and high-heel lace-ups guarantee a massive glam factor and add eye-catching highlights to tough boots and loafers. In any case, we’re not setting foot outside the door without stylish chains in gold, black, white or sparkling crystal-look.

Need even more bling? Then new booties with sparkling crystals, buckles and straps are the ideal option for you. Sturdy soles and tough black styles can be made to look elegant or punk. Simply

change the cool everyday denim look for a dress for a cocktail night, et voilà!

Sneaker Love

The new sneakers are more diverse than ever before. As a mid-cut with platform, they go perfectly with casual, sporty looks. Or they can be fashionable with a cord look, quilting and subtle colour designs. On-trend retro sneakers are featured in the feel-good style of the 80s and 90s.

Another essential: Fashion-statement chunky sneakers that catch the eye immediately with even more distinctive sole shapes and designs. Models in subtle shades of beige allow their striking shapes to speak for themselves and have both a tough and an elegant side. Various colour

Boots for any situation

There's plenty of variety in boots too. Alongside the autumn-winter favourites with tough soles and designs in black or muted earthy shades, all eyes are on unusual toe-caps. They're popular on chelseas in a black-and-white look or with stylish colour gradients such as black/rose pink.

By the way: The 70s have called, and they want their boots back – but we're not giving them up! The platform styles in black, brown or beige are elegant and wonderfully retro, and go perfectly with self-confident looks or turn basic outfits into something special.

Those who like to look stylish in the snow and ice as well as staying warm will love these on-trend winter-look puffy boots. Shimmering metallic silver, animal prints, glowing orange or fluffy fake fur details on wintry chelseas – one thing is certain: they're both cosy and cool.

Heels – It's Time for Fashion

Finally, there are plenty of occasions and options for celebrating life again. Hardly anything represents this feeling as clearly as the new pumps and high-heel lace-ups that make their own fashion statements and set the tone in styling.

A playful princess style, wicked fashion queen or more extravagant à la Alice in Wonderland? Luckily, no-one needs to make a final decision, as the new pumps selection has something to suit every mood: shimmering gold, silver or delicate pink in a patent look, golden heels, bead trims, quilting or elegant black with diamanté and buckles.

Elegant high-heel lace-ups in cream or black bring their very own charm into play, combining the classy retro look with modern fashion.

Accessories: Hello Cosy Time!

There are so many things that we look forward to in autumn and winter: long autumn walks with the whole family, relaxed evenings by candlelight and simply everything that's warm and cuddly. Like the new cosy accessories. Along with wintry black, khaki, brown and grey, stylish headbands, hats, scarves and gloves show their more colourful side. Soft rose pink, cream and lilac go perfectly with this season's brightly coloured shoes and create a great mood even on grey days. Cosy fake-fur details add the final winter touch to any outfit.

Best of Bags

Practical and so stylish! Bags with the potential to be favourites ceased to be just a visual treat long ago – after all, their inner qualities are (also) important. From now on, we'll always know instantly

where we've put our smartphone, lipstick or car keys, thanks to all the storage space and practical pockets.

Dinner with a best friend after work, and then on to the gym? With all-rounder bags that can look both classy and sporty, we always have everything important with us. Different bags for different activities and irritating repacking are definitely a thing of the past now.

The fashion focus is also on cute mini-bags and back-packs which, with fake fur and teddy fabric, fit superbly into the cosy months of the year. Models with quilting add even more highlights: They're small and elegant enough to make any outfit great for going out and stylish and roomy enough for everyday life. Another essential: modern nylon and cord styles.

As with the new women's shoes, one fashion theme can't be ignored in bags: the smart monogram style! As a festive edition in black and silver, they look très chic.

While models in black, beige or brown lead the way for the classic winter look, bags in fresh shades of sage, red or bright pink add visual feel-good highlights. Winter's sad and grey? Not with us!

It's a Man's Autumn/Winter

The new collection has plenty of highlights for fashion-conscious men too. Sneakers in white, black, various shades of grey and cream or strong colour combinations are perfect for the first cool autumn days. But don't worry, winter's just around the corner – bringing stylish boots again at last! Brown or khaki in an on-trend outdoor look or punk-style in black with striking coloured laces or with a patent finish – these models turn autumn and winter into a fashion highlight.

It's as true for men as for women: We've got a reason to celebrate again! Anyone looking for an alternative to the party sneaker will love the new (business) lace-ups that charmingly take centre stage with new colours and patterns.

Must-Haves for Cool Kids

Piles of rustling leaves are just waiting to be kicked through, the next snowball fight is waiting round every corner – in autumn and winter, kids rediscover the world from another side. The essential factor: The right shoes that look cool as well as providing the best possible support for feet.

Sneakers come in both classic and mid-cut styles with fleecy linings and fake fur highlights. Sporty lightweights with distinctive soles turn the whole world into a playground. Workers and winter boots with fake fur linings and details create great outfits and keep feet warm in the ice and slush. Another highlight: stylish first-walker chelseas.

For girls, the spotlight is on berry shades of pink, red or lilac; styles in muted colours such as grey feature glowing highlights. Playful flower and little bear patches are cute and eye-catching. In addition, selected mini-me models to match the women's styles makes little ones feel grown-up: lace-up and chelsea boots in white and cream plus loafers and boots with unusual chain elements.

Boys can look forward to autumn colours such as grey, brown, blue or beige with neon details. Cool worker boots are based on adult styles with striking neon colours to add a childlike touch to outfits.

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DEICHMANN SE, which is headquartered in Essen, Germany, was founded in 1913 and is still a wholly owned family company. It is the European footwear retail market leader and active in 31 countries worldwide. The company has over 42,000 employees and operates more than 4,300 stores, as well as 40 online shops. In addition to the stores operated under the DEICHMANN name the company owns the MyShoes chain, is represented in Switzerland by Dosenbach, Ochsner Shoes and Ochsner Sport, in the Netherlands and Belgium by vanHaren and by Rack Room Shoes and Off Broadway in the USA. It also owns the SNIPES Group with stores and online shops in Europe and the USA.