Shoe trends S/S 2021 Collection highlights at DEICHMANN

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Ladies Delicate, elegant, natural: this spring/summer is set to be beautiful with DEICHMANN. The new collection is characterised by elegant white, subtle pastels and natural highlights such as raffia and mussel. The new styles are guaranteed to make everyone long for summer, sun and sea.

Striking details such as buckles or crystal, metallic or hologram appliqués help give an extra “wow” effect. And those who like hippie styles and loads of colour can opt for summery espadrilles, sandalettes or batik-patterned sneakers.

A special highlight for a special day: DEICHMANN is launching its first wedding collection!

Sneakers: White Love

We all know: Sneakers have a firm place in the heart of every fashionista! And in all-over white, they’re bang on trend.

Whether it’s clean-cut and simple, with glitter highlights in the sole or iridescent hologram details – these white styles will pep up any outfit. They look particularly smart with shiny metallic appliqués in silver, gold, rose gold and bronze. Cork details always add a summery touch.

Colours are quieter this season, with the spotlight on creams, beige and grey, plus natural soft apricot, olive and reed. Pastels add gentle accents.

For a sportier look, the new retro joggers are just the thing. With their classic training style and vivid colour combinations, they’re excitingly eye-catching and very versatile – how about combining them with a hoodie and a chic blazer?.

Batik is back!

But there are plenty of carefully aimed colour bombs this summer too – we’re looking forward to some bright batik looks!

There can’t be any fashion trend that expresses summer more clearly than these glowing patterns in pink, yellow, green or blue. On white mules, sneakers, sandalettes or espadrilles, they’re guaranteed to look eye-catching on hot summer days. The combination with raffia elements and braiding in the sole is particularly sweet.

Pure summer: Sandals, mules and thong sandals

When you think of summer, they are what come to mind: Sandals, mules and thong sandals! Models in delicate pastels such as mint and lilac add colour to our wardrobes, along with fresh pop-up colours such as rich red, yellow or blue. On-trend white soles and plateaus with braiding and raffia details are just perfect for the spring/summer.

In DEICHMANN’s new mule designs, the focus is on striking buckles: square or round, small or large, elegant silver or sparkling gold – the effect is guaranteed to be eye-catching. Large braiding and soft colours are full of that special summer feeling.

Sandals feature various types of strap, glittering with diamanté or metallic details. The all-over white look is also a major theme in open styles, looking particularly smart with raffia, cork or cute crystal appliqués.

We love this season's thong sandals because they're so full of detail: Mussels, shimmering rhinestone appliqués, playful braiding – they're in danger of becoming our favourites!

Chunky sandals are another highlight, adding a touch of excitement to sweet summer looks. Dark shades, solid soles and heels, wide straps in brown, black or white take centre stage. They're the perfect style contrast to a delicate floral dress or midi skirt.

A "wow" look with pumps and sandalettes

Pumps and chic sandalettes give every summer outfit that certain "something". Wedges, stilettos or block heels are wonderfully versatile – wear them with a little dress on warm date nights or with jeans and a shirt for a casually elegant look.

The trend in pumps is for rounder styles and minimalist looks that shine the spotlight on details such as straps and cut-outs. They look particularly stylish this summer in delicate rose pink, apricot or coral.

Sandalettes and summery wedge heels captivate us this spring/summer with their subtle look. Pastels and muted shades such as cream, beige or olive are especially popular. Shiny rose gold and metallic appliqués glitter more brightly than the sunshine. Thin straps and cute patterns – dots, for example – are just lovely.

The spring/summer classics: Loafers and espadrilles

Loafers and espadrilles are timeless classics that always make us look good in summer. They go perfectly with playful dresses and skirts, but they also look great with sporty shorts or jeans. They're light, airy and comfortable and harmonise with any outfit. Espadrilles are as summery as ever with raffia or cork elements, and loafers add a touch of colour in shades of olive, mustard and red.

Summer Boots

Lace-up boots still play a major fashion role in summer too. Combined with short skater dresses, they show the summer look in a completely new light. This season, they come in white, black or playful prints that loosen up the tough look a little.

The Wedding Collection by DEICHMANN

It's time to get romantic: We say "I do" to DEICHMANN's first Wedding Collection of its own! Sporty, elegant, opulent, playful – every bride is different, and the perfect wedding shoe must be the same. This is the range covered by DEICHMANN's new Wedding Collection, which is being launched in spring/summer 2021.

Sneakers with a cute heart, "I said yes" embossing and glitter highlights are simply perfect for sporty, playful weddings.

For a more classic look, still without heels, wedding ballerinas are ideal, with a pointed or rounded toe, cut-outs, thin straps or elegant buckles adding delightful highlights.

The wedding pumps in the collection are available in ivory and delicate beige. Simple and elegant,

with diamanté trim, straps or glittering buckles, they offer something to suit every taste.

A lovely detail: Brides will love the little heart on the insole.

Elegant leather styles from 5th Avenue

The exclusive 5th Avenue line combines quality and comfort with the latest fashion trends. Soft, high-quality materials such as suede and smooth leather take centre stage here. The current spring/summer collection concentrates on soft leather styles in popular natural shades such as cognac, brown or beige. Clean, minimalistic white is still trending too.

Braided details on sandals and ballerinas make a decorative statement and go just as well with a summer dress as with the casual denim look. The focus of the new collection is the office-chic look: Whether we're returning more to the classic workplace or simply want to look good in our home office – we can conquer the world of work with loafers, ballerinas, pumps and elegant sneakers.

Bags: These are the new It-pieces

Stylish and practical – an obvious combination, as the new bag collection from DEICHMANN proves. Because finally, it's back: The shopper is making a come-back! The new models not only go with practically any outfit, they're also good in any everyday situation. The many inner pockets that make optimum use of the space available are perfect for fashionistas who carry lots around with them.

Cord backpacks, bags in leather, straw or nylon – the new styles are as varied as ever. Multi-purpose bags that can be carried as a backpack or a shopper, depending on the outfit, are a major theme.

Small but stunning! Backpacks can do lots more now – new models, in elegant black, for example, can look relaxed but are also great for smart occasions, and they add a touch of elegance to casual outfits.

Monogram bags are on trend now, along with casual croissant bags for a feeling of It-girl elegance. They're not only super-trendy – they perform miracles when it comes to space.

DEICHMANN's new bag styles are also following the natural trend. Straw or rattan bags from large to small are especially summery: as shoppers for a relaxed stroll along the prom, as sweet shoulder bags with subtle coloured and mosaic patterns or as spacious beachbags.

The fashion for natural colours continues too: Sandy and creamy shades, muted sage green or a variety of yellows add gentle colour highlights that round off every outfit. The hippies among us will love the powdery pastels, with lilac and light pink, blue or mint playing a major role.

For lovers of detail: Playful braiding decorates some of the new models in the new bag collection. As a carefully positioned highlight or in an all-over design, they add the finishing touch to outfits in spring and summer. And because we love it, we've added more: jingling tags, fake-fur details, feathers … it's all about the bag!

Men stay true to what they love, and they're continuing with the sporty look this season. Bags and backpacks come predominantly in dark, muted shades such as black, grey and brown. And stylish waist bags are there again, of course!

Summery accessories

Straw hats in various shapes and colours are an absolute must-have. Hats worn with soft, flowing

fabrics, such as boho dresses or the new favourite culotte are wonderfully eye-catching.

Brightly coloured caps are also a firm part of the spring/summer collection. This season, we're wearing them mainly in muted beige, grey or olive, but the new collection also includes a few real splashes of colour, of course: transparent visors in striking pink, turquoise or black. They add a certain "je ne sais quoi" to any outfit.

Ein wichtiges Thema sind nach wie vor Bucket Hats. Sie eignen sich als Stilbruch-Mittel zu femininen Röcken oder Kleidern sowie in KoBucket hats continue to be important. They create a great style contrast with feminine skirts or dresses or combined with a blazer.mbination zum Blazer.

Men's Style

Slip-ons in quiet colours make sure men look well dressed in the (home) office. Lace-ups in fine leather will do the trick too, but they are also perfect for elegant occasions or date nights. Rich yellow, brown or grey look elegant and smarten up every outfit – whether it's a suit or jeans.

The new sneaker models in muted colours are perfect for the summer and for relaxed walks. Alongside natural shades such as brown, high-class khaki or dark red, they also come in dazzling white, with white soles being a highlight theme for men too.

Moccasins are a stylish alternative – light and airy but an elegant addition to any outfit at the same time.

High-quality sandals, thong sandals and mules in leather with quiet toning colours are simply part of any modern man's look as soon as the sun starts to shine. Men who have discovered the outdoor trend for themselves will also love the models with a profiled sole.

Wild, cute, playful – here come the kids!

Guaranteed to make children's eyes light up: The new models round off children's outfits with colour and lovingly detailed appliqués.

For girls, there are selected models in soft pastels such as rose pink, blue or lilac. With animal-shaped shiny metallic details, heart appliqués and embroidery, these new shoes will find their place in kids' wardrobes straight away.

Cute fruit motifs and flowers are just as essential as all-over glitter designs.

For the perfect mother and daughter look, there are models based particularly on adult styles, such as shoes with shimmering hologram effects or little diamanté stones. Baby shoes in a summery laced boot look are great for little feet in innocent pink or with all-over hearts.

The new sneakers, sandals and low shoes are perfect for playing and running around; they not only look great in pastel and rainbow shades, they also provide optimum protection for feet.

A highlight that both girls and boys love: glowing light shoes!

Boys can choose from a wide range of new sneakers, low shoes or sandals in muted shades. Brown, beige, grey, blue or rich dark red are on trend.

Little bear and star appliqués create cute kids' looks, whilst striking neon colours such as green and orange look really cool.

Sandals feature profiled soles like the ones for adults – perfect for endless playground days!

Agency contact we love pr
Public Relations
Katharina Wimmer
Tel.: +49 (0) 89 255 555 419
katharina.wimmer@welovepr.de

Medienkontakt



Teamlead of Product Communications
Katharina Martin
Presse@deichmann.com

DEICHMANN SE, which has its headquarters in Essen, Germany, was founded in 1913 and is still 100 per cent owned by the founding family. The company is a market leader in the European shoe retail trade and active in 31 countries worldwide. With a staff of around 43,000, it runs over 4,200 stores and 40 online shops. Branches are operated under the DEICHMANN name in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Dubai (with a franchise partner), Estonia, France, Hungary, Italy, Kuwait (with a franchise partner), Latvia, Lithuania, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey and the United Kingdom. The group is also represented in Switzerland (Dosenbach/Ochsner Shoes/Ochsner Sport), the Netherlands and Belgium (vanHaren) and the USA (Rack Room Shoes/Off Broadway). DEICHMANN is represented in Germany, Austria, Switzerland and Poland with MyShoes SE. The company also owns the SNIPES Group with branches in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal, the USA and Italy, as well as offering a selection of its shoe range in China via the online platform T-Mall Global.