“Wear Your Wild”

DEICHMANN kicks off the fall fashion season with a bold leopard print campaign

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Europe's largest shoe retailer is focusing on statement boots and leopard prints for confident, fashion-conscious women.

With its new fashion campaign “Wear Your Wild,” DEICHMANN is showcasing the most expressive fashion trend of the season: leopard print – a symbol of instinct, independence, and strength. The campaign will run across Europe from September 15 to October 12, 2025, via POS, OLV, TV, and social media, accompanied by PR measures.

The campaign film follows three strong women in an urban setting. They move confidently through their everyday lives: controlled and determined. When they meet, their transformation for the party night begins. Their usual selves fall away and their wild, uninhibited sides come to the fore – underscored by statement boots and heels in leopard print.

They stride into a club, dance exuberantly, and naturally take center stage.

The message of the spot: take up space, be aware of your impact, wear styles that emphasize your wild, authentic side. The campaign film impresses with its compelling visual language: light, reflections, and urban surfaces create a focused atmosphere. The camera stays close to the protagonists, while precise sound effects emphasize their transformation, which seems like a liberation.

“Leopard print has always been an expression of attitude. It's about being visible – in your own way – and emphasizing that with a strong fashion statement,” explains Marcel Nawrath, Head of Global Creation and Brand Management at DEICHMANN.

The campaign stills focus on a minimalist, slightly surreal black-and-white aesthetic that centers on the models and shoe styles—some without products, some with oversized shoe models.

“Our Leo styles offer more than just a strong look – they stand for fashion that everyone can afford. With ‘Wear Your Wild’, DEICHMANN shows that expressive styles don't have to be expensive. We bring current trends where they belong: right into the heart of life – and at the best price,” adds Lukas Kaiser, Vice President Global Brand Competence Center at DEICHMANN.

The campaign was once again created in-house under the creative direction of Marcel Nawrath, Head of Global Creation and Brand Management and Executive Creative Director. The campaign includes a 90-second director's cut, 20-second pre-rolls, social media snippets, and campaign stills. Mediaplus Media1 GmbH & Co KG is the media agency for the national campaign.

Click here to watch the spot: *90s Director's Cut (YouTube)*

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DEICHMANN SE, which is headquartered in Essen, Germany, was founded in 1913 and is still a wholly-owned family company. The corporate group is the European footwear retail market leader with operations in more than 30 countries worldwide. It employs over 49,900 people and operates more than 4,700 stores and 40 online shops. In addition to the DEICHMANN stores, the company owns Dosenbach, Ochsner Shoes and Ochsner Sport in Switzerland, vanHaren in the Netherlands and Belgium and Rack Room Shoes in the USA. It also owns the SNIPES Group with stores and online shops in Europe and the USA. For many decades, the company has been involved in a variety of social projects, for example through the DEICHMANN Foundation.