DEICHMANN x Wicked:

For Good – Europe's largest shoe retailer launches campaign for Universal Pictures’ epic conclusion to the global cinematic phenomenon, Wicked.

Essen, 16.10.2025

Magic meets must-have: The new DEICHMANN x Wicked: For Good collection brings the magic of the cinematic event of the year Wicked directly to customers' homes. The campaign runs from October 13 to November 9, 2025, and will be rolled out internationally via POS, OLV/YT, social media (TikTok, Instagram), CRM, performance marketing, eCom, and supplemented by PR measures and a press and influencer event. Universal Pictures’ Wicked: For Good arrives in theatres November 21, 2021

Campaign concept: Magic meets everyday life

The cinematic success of Universal Pictures’ worldwide cinematic sensation, Wicked, has thrilled millions of viewers worldwide and set new standards in the fantasy genre. The film stands for high-quality entertainment, impressive visual effects, and a gripping story that captivates fans of all ages.

To celebrate this year’s electrifying finale, Wicked: For Good, DEICHMANN brings the fairy-tale atmosphere of the blockbuster films directly to its target audience. The social media campaign shows how the new collection lets everyone immerse themselves in the fascinating world of Wicked – and experience a bit of magic with shoes and accessories.

The storyline of the 30-second main spot, in which the two popular creators Parshad and Xhem humorously argue about the collection, playfully conveys the desirability of the products and brings the spirit of Wicked: For Good into everyday life. “We combine our products with entertainment and pop culture relevance on social media. With this international campaign, in a total of six markets, we are succeeding in doing just that and showing that we are close to Gen Z,” explains Matthias Kräling, Head of Social Media International at DEICHMANN.

Creator Choice: Parshad & Xhem

Parshad and Xhem are among the most relevant voices for Gen Z. They reach the female target group directly and authentically, are known for their humor and creativity, and have a strong connection to their community. Their authentic interaction in the commercial ensures a high level of credibility.

Target group: Female Gen Z & kids

The focus is on female Gen Z (19–28 years old) and kids. The campaign is designed to be social-first and reaches the target group where they are: on TikTok, Instagram, and other platforms. Humorous, creative, and approachable. The campaign combines entertainment, fashion, and lifestyle—values that will keep DEICHMANN relevant to Gen Z in the long term. The Hamburg-based creative agency Justaddsugar is responsible for the idea, concept, and production. “Our close partnership with Universal Pictures enables us to authentically translate iconic cinema stories such as Wicked into fashion and lifestyle – and thus create lasting brand experiences for our customers,” adds Louisa Schmidt, Senior Marketing Manager Brand & Licensing at DEICHMANN.

PR event in Wicked: For Good style

Magical moments in Berlin: yesterday evening, more than 180 guests experienced the international launch of DEICHMANN's exclusive Wicked: For Good collection. Media representatives, VIP guests and content creators such as Samuel Dohmen, Stella Stegmann und Xhem were taken into the world of the witches of Oz, Glinda and Elphaba. The event was held in a historic brick building, bathed in pink and emerald green light to create a magical atmosphere. At the heart of the venue stood an impressive cherry blossom tree, with transparent balls inspired by Glinda's bubble hanging from its branches and displaying highlights from the collection. Guests could personalize Wicked: For Good pieces and craft friendship bracelets in the DIY area, while the piercing station offered jewelry as a bold statement of solidarity or personal style.

Collection

The Wicked: For Good collection from DEICHMANN is available from October in all DEICHMANN stores in Germany and many European countries. It includes fashionable boots for women and kids, heels, bags, T-shirts and sweatshirts, as well as accessories such as coffee cups and notebooks. The shoes are available in sizes 31 to 41 and are priced between €19.99 and €59.99.

About Universal Pictures' Wicked: For Good

Last year's global cinematic cultural sensation, which became the most successful Broadway film adaptation of all time, now reaches its epic, electrifying, emotional conclusion. Directed by Jon M. Chu, the final chapter of the untold story of the witches of Oz begins with Elphaba (Oscar® nominee Cynthia Erivo) and Glinda (Oscar® nominee Ariana Grande) estranged and living with the consequences of their choices. When a girl from Kansas comes crashing into their lives, they will need to come together one final time, and truly see each other, if they are to change themselves, and all of Oz, for good.

About Universal Pictures

Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.

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