New entrance for the DEICHMANN campus:

inauguration of the head office building in Essen, solid business result in 2025

Essen, 23.02.2026

An international company with local roots: DEICHMANN SE, Europe's largest footwear retailer, has officially opened its new headquarters and office building at the DEICHMANN Campus in Essen. The light-flooded atrium building with five storeys, designed by the renowned architects gmp von Gerkan, Marg und Partner, forms the prestigious entrance to the campus on Aktienstraße. It represents modernity and internationality, offering excellent amenity quality together with a sustainable energy concept that combines photovoltaics with geothermal energy and roof greening. All other buildings on the campus were modernised as part of the same development project. Now in its 113th year, DEICHMANN continues to stand for continuity, reliability and foresight.

Speaking at the official opening of the new central building, Hendrik Wüst, Minister President of North Rhine-Westphalia, said: "Domestic family businesses such as DEICHMANN, which invest in modern, sustainable and future-ready jobs, are a clear vote of confidence in North Rhine-Westphalia as a business location. In these challenging times, the state government is resolutely committed to ensuring that the right framework conditions are in place to set the economy firmly back on a path to growth."

Essen's mayor, Thomas Kufen, emphasised: "DEICHMANN's new head office is a landmark in the northern Essen cityscape. The campus blends modern architecture, sustainable construction and high amenity value, yet it is also thoughtfully integrated into the surrounding residential area. The relocation of the main entrance to Aktienstraße, the public access to the pathways and the landscaping of the green spaces are excellent examples of how corporate development can harmonise with urban planning. This project not only strengthens Essen as a business hub but also showcases how sustainable urban development can be achieved today."

Heinrich Deichmann, Chairman of the Management Board of DEICHMANN SE: "The new building reflects our positive development and our long-term commitment to our home base of Essen. This investment secures the future viability of our family business and has allowed us to create modern and inspiring workspaces for our people. The new building will accommodate a total of around 1,500 employees at our Essen headquarters."

Inauguration ceremony with guests from politics, business and culture

A strong sign of confidence: Heinrich Deichmann welcomed a host of distinguished guests to the official opening, including NRW's Minister President Hendrik Wüst and Thomas Kufen, Mayor of Essen. The event opened with a performance by the Essen Philharmonic Orchestra. Architect Volkwin Marg (gmp) and artist Thorsten Bauer then offered insights into the building's design and the striking four-storey media installation.

The first employees have already moved into the new building. By summer they will be joined by the remaining departments, which were temporarily relocated during construction.

DEICHMANN holds its ground despite a challenging market environment in 2025

The new DEICHMANN Campus sends a strong signal for the future, combining tradition and progress, while creating space for sustainable growth. “We closed the 2025 financial year with a solid result and held our own in a difficult market environment,” observed Heinrich Deichmann. Despite persistently challenging conditions in 2025, Europe’s largest footwear retailer achieved currency-adjusted growth in revenue of more than 2 per cent to around €8.9 billion. This performance bucks the broader trend in the fashion and shoe retail sector, where declining revenue has been the norm. DEICHMANN again sold around 180 million pairs of shoes worldwide. The Group continues to operate around 4,700 stores and 40 online shops in more than 30 countries. Almost 70 per cent of its revenue is generated abroad. The headcount remains stable at around 50,000.

In Germany, the DEICHMANN Group generated revenue of around 2.7 billion euros and sold around 66 million pairs of shoes in 1,300 stores and online. Approximately 16,000 people are still employed here.

Investment in the future

DEICHMANN will continue to focus on moderate growth and modernisation in 2026. In addition to investing in the new campus, the company will allocate further funding to modernise its store network, expand its digital e-commerce platform and omnichannel capabilities and enhance its IT infrastructure. With these measures, the Essen-based company aims to strengthen its competitiveness and enhance the customer experience over the long term. Heinrich Deichmann: “We are mindful of the ongoing political and economic uncertainties. For that reason, our corporate group remains focused on cost-effective operations and proportionality, making targeted investments in areas that support sustainable business development. This strategy will safeguard the resilience of our family business and position it strongly for the future.”

Community projects remain an integral part of the company’s DNA

Through the DEICHMANN Foundation, the family-owned company supports about 200 projects worldwide to promote education, health and social participation. The focus remains on helping children and families at risk of poverty, from early education and schooling to vocational integration. In Madagascar and Tanzania, the foundation finances well systems, mobile clinics and training programmes to sustainably improve living conditions. In Germany, it is committed to supporting children in disadvantaged neighbourhoods and improving their opportunities for education and social integration.

DEICHMANN is sending another strong signal with its purpose-driven initiative, “DEICHMANN moves”. In 2025, campaigns such as “Germany’s Fittest Primary School,” the “Swimming Heroes” and the internal “DEICHMANN Trailblazers” took centre stage, actively promoting social responsibility and employee engagement. All three projects will continue in 2026.

An architectural and sustainable statement

DEICHMANN’s new campus at its headquarters in Essen sets a visible benchmark for forward-looking workspaces and sustainable governance. The open architecture encourages interdepartmental collaboration and provides inspiring spaces for innovation and dialogue. Flexible open-plan areas, modern team and conference zones, as well as retreats for focused working, provide an ideal

workplace environment for the approximately 1,500 employees on site. Volkwin Marg, architect (gmp): “As the main building of the growing DEICHMANN campus, the new head office communicates openness, transparency and excellent workplace standards, both inwardly and outwardly.”

Employee well-being is enhanced by the modern workspaces, as well as the green walls, outdoor seating and new staff restaurant with a modern kitchen and attractive outdoor area. The restaurant accommodates over 400 people, offering a range of healthy meals and snacks to employees throughout the day, including a salad and smoothie bar.

Green technology played a central role in the campus expansion. Over 60 geothermal boreholes, a large-scale photovoltaic system and extensive green roofs ensure a resource-efficient energy supply and a pleasant indoor climate. Thoughtfully designed green areas and the preservation of mature trees strengthen the campus’s landscape concept.

The existing walkways and paths on the site will remain open to the public. The main entrance to the new building, which has a two-level underground car park, was relocated to Aktienstraße to ease traffic congestion in the surrounding residential area.

Art and identity

A prestigious media installation in the foyer, designed by renowned artist Thorsten Bauer, merges art and technology, transforming the new building into a space that fosters a sense of identity for employees and visitors. “The stunning large-scale media installation in the foyer captivates onlookers, yet it also makes a subtle and warmly inviting statement. It has digital elements that were purposely designed to serve people – perhaps the most groundbreaking aspect of this installation and a reflection of DEICHMANN’s core values,” said Bauer.

Facts and figures on the new building:

- Start of construction: November 2022
- Over 7,000 square metres of usable space
- Capacity for 270 physical workstations and additional special-purpose zones
- 64,000 tonnes of soil excavated, 75,000 tonnes of earth moved
- More than 60 boreholes for the geothermal system
- Extensive roof greening in combination with photovoltaic systems
- Twin-level underground carpark
- Generous green spaces with conservation of existing trees

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About the DEICHMANN Group

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 around 50,000 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.