Made for the Spotlight: DEICHMANN and adidas present

the new Spring/Summer 2026 collection featuring Thomas Müller and Laura Wontorra

Essen, 31.03.2026

With “Made for the Spotlight”, DEICHMANN and adidas are bringing their Spring/Summer 2026 collection to the forefront in Germany and Switzerland.

From 30 March to 26 April 2026, the co-branded campaign will be rolled out across TV, online video, POS, social media, the e-shop and newsletters, supported by PR activities. The focus is on adidas comfort trainers, court models and Y2K-inspired lifestyle running styles for men and women – strong brand quality at the best price at DEICHMANN.

DEICHMANN and adidas are continuing their partnership with a collection that combines the tried-and-tested with the contemporary. Alongside new models are iconic classics that have shaped sport and street style for years and are now back in the spotlight. ‘Made for the Spotlight’ is showcased by adidas at DEICHMANN in a selection that effortlessly blends sporting heritage with fashion-forward style.

“Our partnership with adidas underscores our commitment to translating strong brands into an accessible range. A wide selection, the latest styles and a clear price promise go hand in hand at DEICHMANN,” says Lukas Kaiser, Vice President of Marketing at DEICHMANN.

“Made for the Spotlight” consistently puts adidas trainers at the centre of the DEICHMANN experience – worn by two strong personalities: Thomas Müller and Laura Wontorra, well-known from sporting events and the media. The campaign shows them from a different perspective: backstage, on their way into the spotlight.

“Thomas and Laura combine individual style with personality – and in doing so showcase the full diversity of adidas at DEICHMANN: from timeless classics to Y2K styles,” explains Marcel Nawrath, Head of Global Creation and Brand Management / Executive Creative Director at DEICHMANN.

The spotlight is not only on the testimonials, but above all on the styles. The campaign film uses humour and self-deprecation to showcase the collection from an unusual perspective. A running gag centred on Thomas Müller’s “Did you know…?” questions guides the plot and brings the products into focus in an entertaining and surprising way.

“For me, sport and fashion aren’t mutually exclusive at all – quite the opposite. Football stands for emotion, energy and personality, and that’s exactly what fashion can convey too. For me, trainers in particular are the perfect bridge between the two worlds,” says Laura Wontorra. Thomas Müller adds: “For me, fashion is an exciting way to make a statement outside of football. I like to experiment and try to be a bit edgy now and then.”

The campaign images pick up on this idea, showing Thomas Müller and Laura Wontorra in adidas Hero looks – minimalist, confident and approachable. The staging remains clear and focused on the styles.

The campaign was developed in-house under the creative direction of Marcel Nawrath, Head of Global Creation and Brand Management and Executive Creative Director at DEICHMANN. The campaign was managed at DEICHMANN by Tina Zitelli (Senior Marketing Manager, Global Content Production) and Marina Vogt (Marketing Manager, Partner Brands). The campaign was executed in close and successful collaboration with adidas.

The film was directed by Ivan Boljat, with Elias C. Köhler as Director of Photography and Lukas Korschan as photographer. The campaign was produced by soup Film, with Jana Melzer as Executive Producer and Moritz Michl as Producer. Anne Lewald was responsible for set design. Styling: Kamilla Richter. Make-up: Arzu Kücük and Valentyna Pushkarenko. Post-production: soup Film; colour grading: Nadir Mansouri. Music & audio: 86 Tales.

“Made for the Spotlight” will run from 30 March to 26 April 2026 in Germany and Switzerland across TV, online video, POS, social media, the e-shop and newsletters. In addition to an 80-second long version, various short formats for TV and digital channels will be used, including 30-, 15-, 10- and 6-second versions. The campaign will be supported by PR activities.

Assets DEICHMANN x adidas:
https://youtu.be/G-TpqVGlPrI

DEICHMANN SE

Vice President of Global Creation & Brand Management: Andreas Conze
Head of Global Creation and Brand Management/Executive Creative Director: Marcel Nawrath
Senior Marketing Manager Global Content Production: Tina Zitelli
Marketing Manager Partner Brands: Marina Vogt

Production

Director: Ivan Boljat
DOP: Elias C. Köhler
Production Company: soup Filmproduktion GmbH
Executive Producer: Jana Melzer
Producer: Moritz Michl
Set Design: Anne Lewald
Stylist: Kamilla Richter
Makeup Artist: Arzu Kücük & Valentyna Pushkarenko
Photographer: Lukas Korschan
Post: soup Film
Grading: Nadir Mansouri
Music & Audio: 86 Tales

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DEICHMANN SE, headquartered in Essen (Germany), was founded in 1913 and is 100 per cent family-owned. The group is the market leader in the European footwear retail sector and operates in over 30 countries worldwide. It employs around 50,000 people, runs approximately 4,700 stores and operates around 40 online shops. In addition to the DEICHMANN brand in Switzerland, the company owns Dosenbach, Ochsner Shoes and Ochsner Sport; vanHaren in the Netherlands and Belgium; Rack Room Shoes in the USA; and the SNIPES Group, with stores and online shops in Europe and the USA. For many decades, the company has been involved in a wide range of social initiatives, such as through the DEICHMANN Foundation.