



ATTENTION: THERE IS AN EMBARGO DATE FOR THE PRESS RELEASE TILL 25th OF SEPTEMBER

The New Deichmann Blogger Collection Has Italian Roots

Veronica Ferraro: “I’m crazy about shoes”

The new Deichmann Blogger Collection has Italian roots: the self-confessed footwear fetishist and fashion blogger, Milan’s Veronica Ferraro (“I’m crazy about shoes”), is launching her own collection, which will be exclusively available online at www.deichmann.com. This is Deichmann’s second blogger project of the year, after its successful collaboration with Sweden’s Caroline Blomst. Feminine and elegant yet playful – this is how one might describe Veronica Ferraro’s style. These influences can also be felt in her new, exclusive footwear collection for Europe’s largest footwear retailer, Deichmann.

Hamburg, 18th June 2014. Veronica Ferraro’s blog, “The Fashion Fruit”, is one of Europe’s most widely read blogs. Now, this young Milanese woman is releasing a limited autumn/winter collection consisting of ten different designs: from casual loafers with a feminine pointed toe to cool sneakers with ethnic patterns, from sexy boots to exciting high heels with eye-catching clasps – every shoe lover will have at least one favourite. The perk: all of the designs are extremely affordable – prices in this exclusive collection range from 19.90 to 39.90 euros. The sales launch will take place on the 7th October 2014 in the Deichmann online shop (www.deichmann.com).

For her first collection, Veronica, together with Deichmann’s team of experts, has compiled a selection that will appeal to fashion-forward shoe lovers: casual loafers in a leather look with a feminine pointed toe, cool sneak-

ers with ethnic patterns and boots with a distinctive plateau sole as well as elegant boots in a tweed material mix, ankle boots with decorative buckles and sexy high heels. Not only does the fashion blogger's special style shine through in her designs, but these shoes are also extremely wearable and are the perfect finishing touch to hip street styles.

Veronica Ferraro's blog, "The Fashion Fruit", is one of the most widely read fashion blogs in Europe. It is even the second most frequently read fashion blog in Italy with 700,000 page views per month. The authentic Internet presence of this likeable blogger has made her a star on the fashion scene. "We love Veronica Ferraro's confident, stylish look," says Ulrich Effing, director of company communications at Deichmann. "We are looking forward to the feisty impulses she will bring to our autumn/winter 2014/2015 collection."

Veronica Ferraro is proud of the collection: "I love shoes that have a simple basic form, but also boast a strong, striking feature or detail which make the look unique – just like all of the designs in my new Deichmann collection."

Getting started in the fashion world

Four years ago, Veronica Ferraro decided to combine her two great loves – fashion and writing. "In the beginning, I was just posting pictures of my outfits on Flickr. But I soon realised that I wanted to start my own fashion blog," the fashion expert reminisces. Since then, her blog has become one of the most widely read fashion blogs in Europe and was a nominee in the category "Most Promising

Fashion Blog” at the Stylight Blogger Fashion Awards 2013/14 during Berlin Fashion Week.

Ferraro’s flair for trends couldn’t have stayed hidden from world-renowned magazines for very long either. This blogger’s creative outfits have inspired readers of Elle, Vogue and Cosmopolitan. And she has also worked together with famous fashion labels. For more information, go to www.thefashionfruit.com and www.deichmann.com.

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DEICHMANN SE with its headquarters in Essen (Germany) was founded in 1913, and is 100-per-cent owned by the founding family. The company is the market leader in the European footwear retail sector and employs a staff of about 35,000 all over the world. Under the name of DEICHMANN, branches are operated in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Hungary, Italy, Lithuania, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey and the UK. Moreover, the group is represented in Switzerland (Dosenbach / Ochsner / Ochsner Sport), in the Netherlands (vanHaren), in the US (Rack Room Shoes/Off Broadway) and in Germany with Roland. In 2014, DEICHMANN opened its first shops in Russia.