



Current report

Limited collection for autumn/winter 2015/16

## **International street styles by Hanneli Mustaparta exclusively at Deichmann**

**With the new online collection, “Edited by Hanneli Mustaparta”, Deichmann is conjuring up international metropolitan flair for shoe wardrobes everywhere. The reason: The New York-based, Norwegian style influencer Hanneli Mustaparta is now bringing a limited edition onto the market together with Europe’s largest footwear retailer. Footwear fans won’t have to wait very long: The ten hip models from the “Collection Edited by Hanneli Mustaparta” will be available from the 15<sup>th</sup> of September 2015, exclusively in Deichmann’s online shop ([www.deichmann.com](http://www.deichmann.com)). From casual and cool or sporty and playful to elegantly feminine – Hanneli’s international style has shaped this edition.**

Hamburg, 31 August 2015. From successful model to celebrated street style star – Hanneli Mustaparta has made her breakthrough as a valued icon in the fashion world. Thanks to her keen understanding of fashion, she is helping to influence the trends of tomorrow. It is not without reason that she is always at the top of the best-dressed lists. She will now prove her masterly sense of style in the new collection for Europe’s largest footwear retailer. Together with Deichmann’s team of experts, she has made a selection that is entirely tailored to the taste of fashionistas everywhere.

Whether it’s stylish Chelsea boots in a patent-leather look, sporty slip-ons with a mix of materials or rocking over-the-knee boots – shoe lovers will find the fitting accompaniment for every outfit and every occasion in the current autumn/winter season. Classy glitter pumps with a wow effect and fashionable ankle boots in night blue bring a bit of glamour and elegance to everyday life. With the hip dandy loafers, androgynous looks will find their way into fashion enthusiasts’ shoe wardrobes. Cool ankle boots, stylish zipper loafers and casual lace-ups in the hip trend colours black and marsala perfectly round off this footwear line. Prices in this collection range from 19.90 to 44.90 euros. Thanks to these affordable prices, fashionable women might discover more than just one pair of new favourite shoes.

Hanneli Mustaparta is excited about the new shoe collection: “With their clear lines and clean looks, for me the models definitely have the character of favourites. From structured tweed to shiny patent looks, creative details like fashionable zips, colourful stitching, robust soles and hip materials give the shoes that special something.”

### **A rising star in the fashion sky**

Her preference for minimalist and simple shapes is noticeable on Hanneli’s blog, hanneli.com, which she launched in 2009. Her blog concept of successfully mixing her own street style photographs and perfectly staged outfit posts was her ticket to entering the fashion world. Her secret to success: quality instead of quantity – an expressive outfit post is accompanied by a concise text. “At the beginning I was just writing in my native language, Norwegian, until my readers started asking me to write in English, which I promptly did,” Hanneli reminisces about the beginnings of her blog career. As one of the first to do so, she began photographing the street styles of guests at international fashion weeks. Her blog was quickly discovered by renowned fashion magazines such as Madame and Elle. However, she made her international breakthrough as a contributing photographer for American Vogue.

Since then, this likeable trendsetter has been considered a fashion role model who inspires countless fashion enthusiasts. “We look forward to working with the international fashion great Hanneli Mustaparta. We have been totally won over, above all by her aesthetic street style looks,” says Ulrich Effing, Director of Company Communications at Deichmann. “Through our collaboration with Hanneli, new, creative impulses have flown into the autumn/winter collection.” After working with the Swede Caroline Blomst and Italy’s Veronica Ferraro, this is Deichmann’s third collection in collaboration with a fashion trendsetter. For more information go to [www.deichmann.com](http://www.deichmann.com).

---

**Company contact:**

Deichmann SE

Andrea Lyß

Deichmannweg 9, 45359 Essen

Tel.: 0201 / 8676-404

andrea\_lyss@deichmann.com

**Agency contact:**

P.U.N.K.T. PR GmbH

Siegmund Kolthoff, Nadine Hartmann

Völckersstraße 44, 22765 Hamburg

Tel.: 040 / 853760-31

nhartmann@punkt-pr.de

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.