



## **Shoe trends for spring/summer 2020 Collection highlights at DEICHMANN**

### **Women**

Spring/summer will be full of colour and variety!

The new season's collection is all about contrasts: chunky sneakers meet sling-back court shoes and raffia-look wedges meet neon flip-flops.

Vibrant colours, as well as neon and glitter appliqués in combination with natural materials like cork and raffia, add a summery touch and can be found adorning sneakers, sandals, court shoes and many other DEICHMANN shoe models this season. And shimmering highlights sparkle like the sun's rays!

### **Sneaker love**

Sneakers never go out of fashion and are the ultimate in casual footwear. And the trend for chunky sneaker styles is continuing this summer. With their robust soles, striking colours and impressive material mix, they remain a must-have for all fashionistas in the coming season. Intricate piping gives the collection an individual look. In addition to chunky styles, the extremely lightweight and flexible knit sneakers in classy black or bright yellow really catch the eye.

### **Cool and stylish: Ankle boots**

The coming season will also see a continuation of the utility trend: chunky combat boots add the perfect finishing touch to a trendy outfit. In contrast, hip cowboy boots in soft pastel tones are heralding the start of spring.

Take a walk on the wild side with leopard and snake prints – lace-up boots with animal prints are riding high in the fashion stakes this summer. Teamed with short skater dresses, they are an essential look this season, especially in mustard-yellow with animal print appliqués.

## Light summer soles

Timeless classics like loafers and espadrilles look great with playful dresses or shorts. Light, airy and comfortable, they add the perfect finishing touch to any summer outfit. Pointed-toe loafers are a key new look this season. And when it comes to espadrilles, stripes are the go-to trend.

### Summery flats: Sandals, flip-flops & mules

There's no getting around colour and glitter this summer! Sandals in summery colours are very much on trend right now. Styled with jeans, this look is perfect for a relaxing spring day. Glitter, ankle straps and elaborate braiding round off the models.

Comfortable flip-flops in metal tones and with glitter or raffia details are a shoe cupboard staple this season. In shimmering green or gleaming white, they are getting us in the holiday mood, while glitter and rhinestones are coming into play for more elegant occasions.

Wedges with cork-look heels and straps embellished with sparkling rhinestones are underlining the feminine look in summer. These all-rounders can be paired with skirts, summer dresses, jeans and T-shirts or evening dresses.

Mules are either classic in black or hip in trendy colours like yellow, pink or brown and look fantastic with jeans. Playful details like silk-look bows are attracting all the right attention.

### Fashionable highlights: Court shoes and high-heeled sandals

Court shoes give every look an air of elegance and are perfect for those endless balmy nights of summer. Attracting all the right attention are fashionable square-shaped court shoes and pointed sling-back kitten heels.

Whether worn with a dress or with casual looks, high-heeled sandals are sure to turn heads! With a wide colour palette and embellishments like glitter, they will glam up any outfit. They really stand out in vibrant, eye-popping colours like red, purple, fuchsia, yellow, or can also look incredibly sleek in black.

## **5th Avenue: High-quality and comfortable**

The exclusive 5th Avenue line is synonymous with high quality and maximum comfort. In the spring/summer 2020 collection, the focus is on soft, high-quality materials. Sandals and ballerina flats are perfect for styling with a summer dress or jeans.

And the classic favourite, the loafer, is back again this season. The colour palette includes soft pastel tones like light blue and pink. Details like raffia, cork and straps round off the styles.

### Casual companions: Accessories

Whether big or small, the must-have trend accessories this summer are multifunctional bags, either made from raffia, in neon or as a sporty variation, that can be combined in a multitude of ways.

Casual summer hat trends include caps in light and cheerful colours and with eye-catching neon appliqués.

Woodstock reloaded: hippie accessories are not only stylish, but also practical and perfect for the upcoming festival season – and an on-trend straw hat is a necessity on a hot summer's day!

## **Men**

Comfortable boat shoes are back again this season as a classic must-have for both work and leisure.

And slip-ons, whether in plain black or trendy with cork and raffia-look details, are also ideal options when the temperatures rise.

For a cool look, men can opt for a variety of sneaker models made from highly fashionable knitted materials. Striking neon details accentuate the styles.

Loafers and lace-ups have become absolute must-haves and decorative details like buckles and ties make them modern everyday all-rounders. Classic models stand out with their clear-cut shapes and high-quality materials.



## Children

Kids will also love the variety of fashionable, colourful combos. Shoes with glitter and exciting appliqués with real attention to detail will put a smile on any child's face!

From sneakers with cool embellishments to rubber boots with imaginative prints, down to brightly coloured kid's sandals, the latest collection offers a wide choice of different designs for young girls and boys. Perfect for playing outside in the sunshine or stepping out in style with mum or dad.

### Agency contact

we love pr  
Public Relations  
Katharina Wimmer  
Tel.: +49 (0)89 961 602 000  
katharina.wimmer@welovepr.de

### Company contact

DEICHMANN SE  
Fashion & Product PR  
Katharina Martin  
+49 (0)201 8676 964  
katharina\_martin@deichmann.com

---

DEICHMANN SE, which has its headquarters in Essen, Germany, was founded in 1913 and is still 100% owned by the founding family. The company is a market leader in the European shoe retail trade and active in 30 countries worldwide. It employs over 40,000 people and runs more than 4,000 branches and 40 online shops. Branches are operated under the DEICHMANN name in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Dubai (with a franchise partner), Estonia, France, Hungary, Italy, Latvia, Lithuania, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey and the United Kingdom. The group is also represented in Switzerland (Dosenbach/Ochsner/Ochsner Sport), the Netherlands and Belgium (vanHaren) and the USA (Rack Room Shoes/Off Broadway). DEICHMANN is represented in Germany, Austria and Switzerland, as well as in Poland, with MyShoes SE. The company owns the SNIPES Group with branches in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal and Italy, and also offers part of its assortment in China via the online platform T-Mall Global.