

Summer in the city

Shoe trends for spring/summer 2019 Collection highlights at DEICHMANN

Ladies

The shoe trends of the spring/summer season will inspire you to embark on a journey through the world's most exciting metropolises: from strolling the streets of Paris in classic loafers to dancing the night away at London's hottest clubs in trendy high-top sneakers or enjoying the best pasta in Rome in sexy high heels. Whether extravagant, sporty or ultra-fashionable, the spring/summer collection is vibrantly taking us through the best time of the year and is all about casual, carefree elegance.

The big trend for wide, eye-catching XXL soles is here to stay this season. Forming a contrast to this are elegant kitten heels with bows and a stylish v-cut shape, as well as animal print mules.

Everybody's darling: Ladies' sneakers

Sneakers are a lot more than just footwear. They are a way of life. Whether brightly coloured or plain and simple in white, whether narrow cut or chunky – sneakers are here to stay. Eyecatcher models with a high shaft, a platform sole or colourful details are leading the way in the fashion stakes. The trend for sock sneakers, an absolute must-have for true fashionistas, is also continuing. This season they are being jazzed up with sparkling gemstones. The perfect sneaker models can be found for both hip street styles as well as for fitness enthusiasts and stand out with their style as well as comfort.

Casual and stylish: Summery ankle boots

Cowboy-look ankle boots are leading the way this summer and will be a popular look at festivals. Sock boots made of lightweight nylon knit, on the other hand, are adding "Sex and the City" vibes. Patterned and colourful lace-up boots are real eye-catchers and look great combined with dainty dresses or shorts.

A timeless classic: Lightweight low shoes

Whether moccasins or espadrilles – lightweight low shoes perfectly round off every summery outfit. The new moccasins with perforated upper material are airy, comfortable and timelessly elegant thanks to their classic shape. Espadrilles are available in a suede look, as lace-ups or with a metallic finish.

Comfortable companions: Sandals, thong sandals & mules



This summer's motto is: "All eyes on trekking sandals", but the extremely stylish variations with studs, metallic and leopard-print looks. These robust outdoor sandals are very much on trend right now. Combined casually with jeans, this relaxed look is ideal on holiday.

Summery colours are dominating the colour palette when it comes to the classic sandals. Adorned with bows, patterns or studs, they look the part on the beach or in the office.

Comfortable thong sandals in soft, natural-coloured tones are a must-have for every shoe cupboard this summer. If you prefer a more attention-grabbing look, models adorned with rhinestones, eye-catching thick soles and beads are the perfect alternative.

Wedges with bows, buckles and striped heels are adding the glamour factor this summer. Metallic tones, in combination with braided straps, are a huge trend. These all-rounders can be paired with skirts, summer dresses, jeans and T-shirts or evening dresses.

The permanent favourite among the summery shoes is the mule, which is adorning our feet in muted colours like grey, cognac or white this season. With its robust soles, it can be combined with jeans for a classic or trendy look.

Fashionable highlights: Court shoes, sandalettes and mules

High heels add highlights! Whether as classic court shoes, mules, with trendy kitten heels or a v-shaped cut. The v-shaped cut is currently a huge trend that makes the wearer's foot look especially slim and narrow. But those who prefer a more classic look can opt for court shoes in neutral colours that can be styled with any outfit. If you want to elongate your figure, but don't feel comfortable wearing high heels, we have the perfect alternative – kitten heels are five centimetres high at the most and give the impression of endlessly long legs, as well as being THE trend for spring/summer. With the addition of embellishments such as bows or extravagant colours like fuchsia, they will really turn heads.

5th Avenue: High-quality and comfortable

At DEICHMANN, the exclusive 5th Avenue line is synonymous with high quality and softness, which are also at the foreground of the spring/summer 2019 collection. Only soft, sophisticated upper materials are used to make these high-quality leather shoes.

Timeless sandals and ballerinas that can be combined with either a summer dress or jeans are also making an appearance in the collection, as well as classic loafers and daring high heels. Other fashionable highlights include mules and kitten heels with a v-cut.

As always, a lot of attention is being paid to comfort. The ultra-flexible, elasticated soft soles give even models with higher heels an extra portion of comfort.



The colour palette includes soft pastel tones like light blue and pink but is broken up with more vibrant hues like fuchsia and bright red. Classic black, brown and beige round off the collection.

Surprisingly versatile: Accessories

Lightweight scarves in summery pastel colours or floral prints loosen up every outfit and make the perfect accessories on those cooler spring days.

In terms of bags, proving popular this season are messenger and cross-body bags as well as rucksacks. Other important trends are small shoulder bags made of natural materials like straw and waist bags that can be worn loosely around the waist or across the upper body. In addition to the shape, the materials are also important, with particular attention being paid to transparency. As well as animal prints, boho patterns are also playing a key role in the bag collection.

Men's

Sporty, smart and stylish is the motto of the new DEICHMANN men's collection for spring/summer 2019. Athleisure and elegance are being expertly combined to offer the perfect shoe, both for the office and for more formal occasions.

As far as the colours are concerned, muted tones dominate the collection, which are complemented by rich colours. Soft brown, black and deep blue are making an appearance on leather slip-ons, desert boots and summery low shoes. Men with a bolder sense of style will appreciate the red and blue colour highlights. Embossed leather, Budapest patterns and material blends in the two-tone look are adding special touches. Meanwhile a classic, the trend for sneakers is set to continue well into the coming season.

These timeless shoes are available in different shapes, colours and designs. This collection has everything a sneaker fan could wish for. If you prefer a casual, airy look in the warmer seasons, you will find a large selection of slip-ons and lightweight sandals.

Mini fashion

For girls, the spring/summer 2019 season is getting off to a delicate, shimmering start. Powdery pink tones and white dominate the upcoming collection. Understated metallics underline the dreamy look. Larger bead details are being carried over from ladieswear fashions and, in addition to studs and glittering gemstones, giving strappy sandals, sneakers and deep footbed mules the fashion factor.

The boys' models are experimenting with all the tones of the ocean – from dark navy down to azure and light aqua. Khaki, beige and grey round off the colour palette and are being vibrantly mixed. As well as closed sandals, sneaker styles with Velcro fasteners will remain an all-time favourite this season.



Public Relations Katharina Wimmer Tel.: +49 (0) 89 961 602 000 katharina.wimmer@welovepr.de Mode- und Produkt-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 retail shoe trade and employs over 39,000 people worldwide. Branches are operated under the name of DEICHMANN in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, France, Hungary, Italy, 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). In Germany, Roland SE is also part of the group. DEICHMANN is represented in Germany, Austria and Switzerland with MyShoes SE. The company also owns the Snipes Group with branches in Germany, Austria, Switzerland, the Netherlands, Belgium, Spain and Italy.