



Rita Ora and DEICHMANN present their first joint shoe collection in Berlin

ESSEN/BERLIN, 29th August 2019. Europe's largest shoe retailer DEICHMANN held an exclusive premiere event of a different kind. Celebrities and influencers from all over Europe came together in Berlin to attend the launch of the "Rita Ora for DEICHMANN" collection. In addition to the lavishly staged collection presentation and a live acoustic performance by global superstar Rita Ora, the guests were able to take an exclusive look behind the scenes of the campaign #Radiate and photograph themselves in the original set. In addition, they were the first to hear Rita ask in the brand new DEICHMANN commercial, "How do you want to feel today"?

"My style inspiration always comes from attitude. What I wear represents how I want to feel that day", said Rita who proudly presented together with company boss Heinrich Deichmann their collection, which offers the perfect shoe for every mood. Rita took a creative approach to compiling the collection and her self-confident and bold style is reflected in the shoe models. You can find the hottest trend themes of the coming season, such as sneakers in silver or gold metallic look with plateau sole, chunky sneakers with neon details, ankle boots, lace-up boots and brogues with rock studs and buckles, as well as over-knee sock-boots with rhinestones and booties with colorful reptile embossing. The current #Radiate campaign is now available on TV, in print and online.

The presentation was staged by creative director and star choreographer Marvin A. Smith with models staged behind transparent plexiglass plates in the look of the campaign.

On stage, Rita praised the successful collaboration: *"I'm honoured to be working with DEICHMANN. I love to play with my style and fashion, which is what the brand stands for and makes this collaboration a perfect fit. It was incredible to work with the team and be able to put my own stamp on the designs. Self-confidence is so important, and I think that feeling starts with a shoe that makes you feel good - I think that what we have created achieves that beautifully".*

Subsequently, the guests could experience the world premiere of the campaign commercial. The program was crowned by an exclusive live acoustic set by the exceptional talent, who inspired the audience with her powerful voice and stage presence.



Under the motto "Backstage with Rita Ora", the 150 invited guests, including celebrities such as actresses Sila Sahin, Nadine Menz and Susan Sideropoulos, Evelyn Burdecki, Cheyenne Ochsenknecht and well known influencers from all over Europe, were not only able to get to know the collection, but also to experience first-hand what happens behind the scenes. In different photo sets from the campaign, they were able to stage themselves, become part of the campaign and make it their personal feel-good moment.

The "Rita Ora for DEICHMANN" collection comprises of 40 women's models and has been available since August 2019 in selected DEICHMANN stores in Germany, in many European countries and in the online shop at www.deichmann.com. The collection is priced between € 29.90 and € 59.90.

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DEICHMANN SE, which has its headquarters in Essen, Germany, was founded in 1913 and is still 100% owned by the founding family. The group of companies is a market leader in the European shoe retail trade. Running over 4,000 stores and 40 online shops worldwide, it employs a staff of over 40,000 people. Branches are operated under the name of DEICHMANN in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, 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 Shoes/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, Switzerland and Poland with MyShoes SE. The company also owns the SNIPES Group with branches in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal and Italy. DEICHMANN stores will soon be opened in Dubai with a franchise partner. The company also offers a selection of shoes in China via the online platform T-Mall Global.