



Shoe Fashion Trends A/W 2020/21

Collection Highlights at DEICHMANN

Ladies

Be ready to show your style! This autumn/winter, we're going for maximum impact: from biker boots and sturdy lace-ups through sexy overknee styles to sneakers with a glam factor.

Solid soles, buckles, studs, metallic details and striking diamante – the new collection from DEICHMANN makes real style statements. In black, white or natural shades such as brown, green and rust red, these designs can be styled to look both extravagant and classic.

Combat boots: a rock star one day, a class act another

Combat boots are the season's favourites and prove that opposites attract: Use them to create a rock-star biker look, or else to look classy and elegant. A patent leather finish in black and white or striking red, or a shiny metallic look are also essential elements.

Chelsea boots add a touch of glam rock

Alongside its classic appeal, the Chelsea boot also shows its sturdier side this season, featuring a solid sole and heel for a fresh glam-rock look.

Baby it's cold outside!

Let's hear it for the worker boot! When the temperatures drop, we love our tough friends that are not only wonderfully warm but also fabulously versatile – whether it's on a romantic walk or with a sweet and simple dress. The combination of soft colours and wintry fake-fur appliqués is particularly lovely.

Pumps

For a girls' night out or festive days in winter – pumps simply look good with any outfit and in any season. Alongside classics in muted colours such as black, brown or beige, the collection also features highlights in patent and metallic finishes, red, strong pink or delicate rose. Pointed styles with kitten heels are a sweet combination.

Wow heels

Flat, wedge, platform or square – heels are back in the spotlight! Combined with highlights on the soles like diamante or stitching, a range of chunky heel shapes guarantees a wow effect.

Sneakers forever

They're here to stay: sneakers! The new styles are just perfect for sport sessions, for brightening up our outfits or adding the perfect glam factor in white with metallic appliqués. Cool retro and court sneakers are a major feature too.



5th Avenue: elegant and versatile

Fashion flair and even more comfort and quality are guaranteed with the huge range of leather styles in our 5th Avenue line: from elegant boots and ankle boots through Chelseas to rock-star lace-ups – the Collection has something to suit every taste.

Wide, contrasting soles or buckles and studs give the designs that certain something and add a touch of rock-star styling even in the classier models. The striking block heel is clearly at the heart of it all – looking great even on the pointed pumps that we love in autumn/winter!

The desire for a subtler look is met by styles in dark natural shades with flat soles. On the other hand, leather croco-look boots, designs with sophisticated stitching or colours like cognac, red and orange add deliberate highlights.

High-quality materials such as nubuck, suede or smooth leather are not only visually expressive; with their extra soft insole, these styles are also wonderfully comfortable to wear.

Accessories

Cozy looks for the autumn/winter

Ladies, let's get cozy! Scarves and hats in various designs are once again the perfect accessories for the colder temperatures this autumn/winter. Playful details and soft materials, berry shades, warm yellow plus muted colours such as black, grey, camel or olive round off every outfit in charming style.

Bags: Eye-catching croco look, cord, fake fur and more

The bag collection is looking wonderfully versatile for the new season: alongside classic models such as shoppers and shoulder bags, we also have eye-catching pieces with playful chain elements, elegant checks and special materials such as fake fur or cord.

Favourites in black, navy and berry shades are bang on trend. Colours such as mint, yellow, orange, red or cognac also add dazzling highlights. Apart from stylish belt bags and mini bags, we're looking forward to a real fashion statement: croco-look handbags!

Here's a detail that every fashionista will just love: lots of inside pockets to keep a mobile phone, lipstick etc. tidy. No more rummaging around endlessly!

Sporty, smart backpacks complete the range, for both ladies and men.



Men

Modern, classic, masculine

The best thing about autumn? Obviously – sturdy lace-ups, classic Chelsea boots, loafers and elegant brogues! DEICHMANN's new Autumn/Winter Collection will keep you warm and stylish right through the season.

Casual boots in muted colours go perfectly with the urban jeans and jumpers look, whilst smart smooth leather and suede boots add that certain something to the classic shirt style.

Sneakers in black and various shades of brown are just perfect for the last days of summer. Designs with a high shaft not only add fashion highlights but can also be mixed and matched in lots of different ways.

In shiny black, modern brown or with subtle detailing – we love the elegant brogue! Styles in real leather enhance any outfit and are perfect for festive occasions or to complete the business look.

Super-sweet – the latest kids' trends at DEICHMANN

Looking as lovely as mum or as cool as dad – that's what it's all about when you're small. It's easy with DEICHMANN children's shoe styles, because fashions like the worker boot or mid-cut sneaker have long been featured here too.

Practical lace-up boots with non-slip soles and padded ankle collar, calf-length high boots, buckle booties and mid-cut sneakers are great for autumn and winter. Fake-fur details add a cozy winter charm.

More highlights for kids include cute animal patches, heart embroidery and all-over leopardskin and flower power patterns. Metallic finishes and glitter add playful accents.

For girls, the dominant fashion colours are rose pink and rust brown plus muted berry shades. Boys outfits are rounded off mainly by styles in brown, blue, taupe or khaki, with cool highlights in yellow, orange and neon.

DEICHMANN SE, which has its headquarters in Essen, Germany, was founded in 1913 and is still 100 per cent owned by the founding family. The company is a market leader in the European shoe retail trade and active in 30 countries worldwide. With a staff of around 43,000, it runs over 4,200 stores 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 Shoes/Ochsner Sport), the Netherlands and Belgium (vanHaren) and the USA (Rack Room Shoes/Off Broadway). 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, as well as offering a selection of its shoe range in China via the online platform T-Mall Global.

