



DEICHMANN

Expansion 2025

DEICHMANN Expansion 2025



Our passion for shoes shines through everything we do,
from the selection of on-trend brands and models to our
standards for quality and workmanship up to our high
standards of service and consultation.

And that's for more than 100 years!

Because we love shoes.


A philosophy

that we share with our customers.
Even for them, Shoes are more than
just clothing - they're a statement
of style and personality.

**With a large selection
of the latest brands,
DEICHMANN offers each
customer the right shoe
at the best price.**

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Sporting highlights from adidas to Nike

Official partners of the DEICHMANN Group



FILA



PUMA

asics

Reebok



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Fashion highlights from Bench to Skechers

Lifestyle brands that inspire!

Bench.

bugatti

ROMIKA®

ESPRIT



DANIEL HECHTER
PARIS

SKECHERS

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Our brand world.

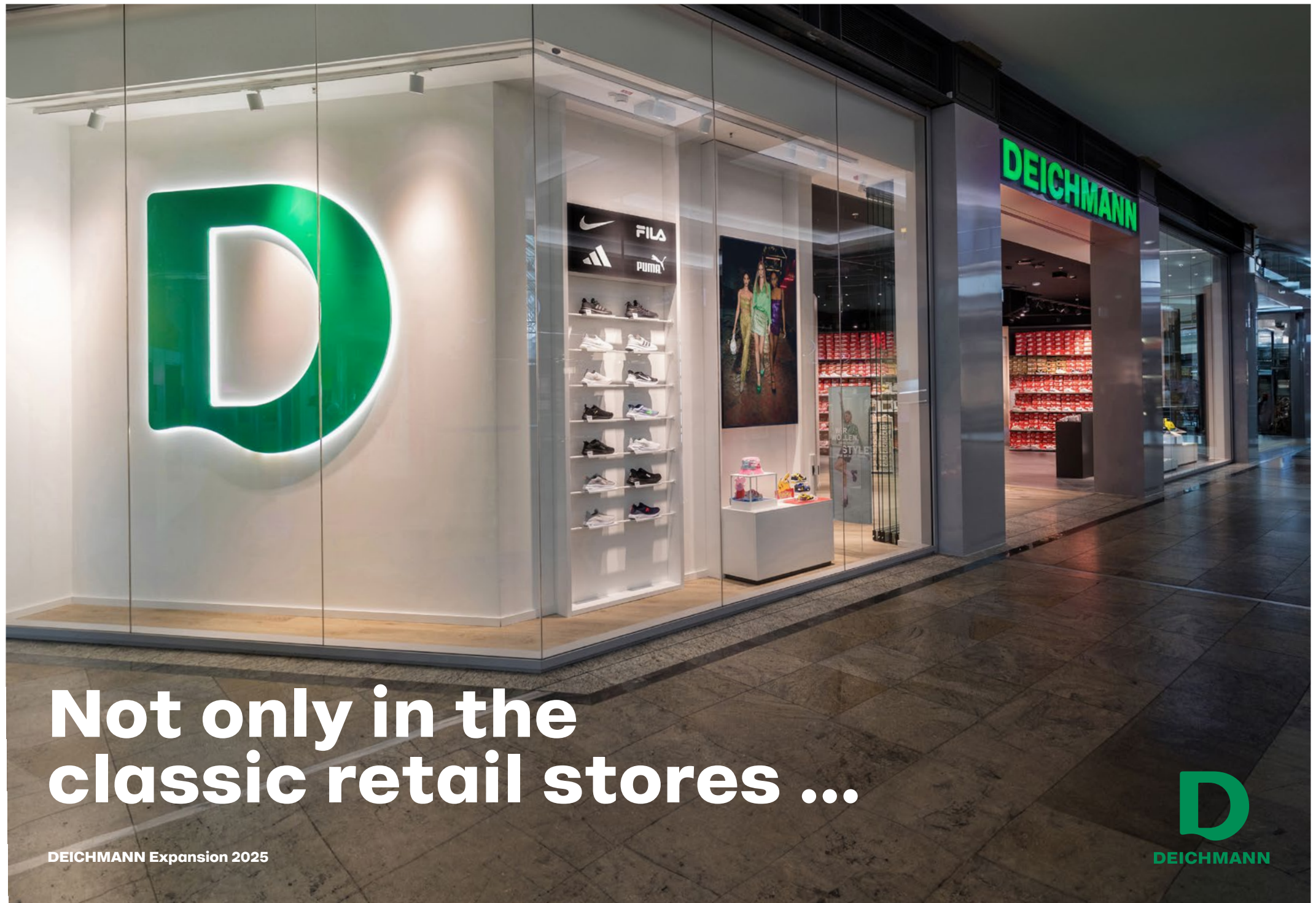
DEICHMANN does not only offer a wide selection of the latest top brands but also our own high-quality brands.



Graceland	AMI Paris - New York	5TH AVENUE	CATWALK	elefanten	FILA
Jack Wolfskin	Bench.	CLAUDIO CONTI	adidas	Graceland	Nike
Buffalo	Gallus SINCE 1880	ESPRIT	MEMPHIS ONE	PUMA	crocs
LANDROVER	asics	Kappa	Reebok	ROMIKA	RoniKids
SKECHERS	TOM TAILOR	HIGHLAND CREEK	JACK & JONES	medicus	Docket
casa mia	Björndal	easy STREET	DANIEL HECHTER	Vty	NB
rieker	victory	VENICE street & sportswear	VE	bugatti	Cupcake Couture
bluefin	BORELLI	CORTINA	KangaROOS	VERO MODA	... and many more!



**Amongst all the diversity
there is one thing in common:
DEICHMANN offers expert
service.**

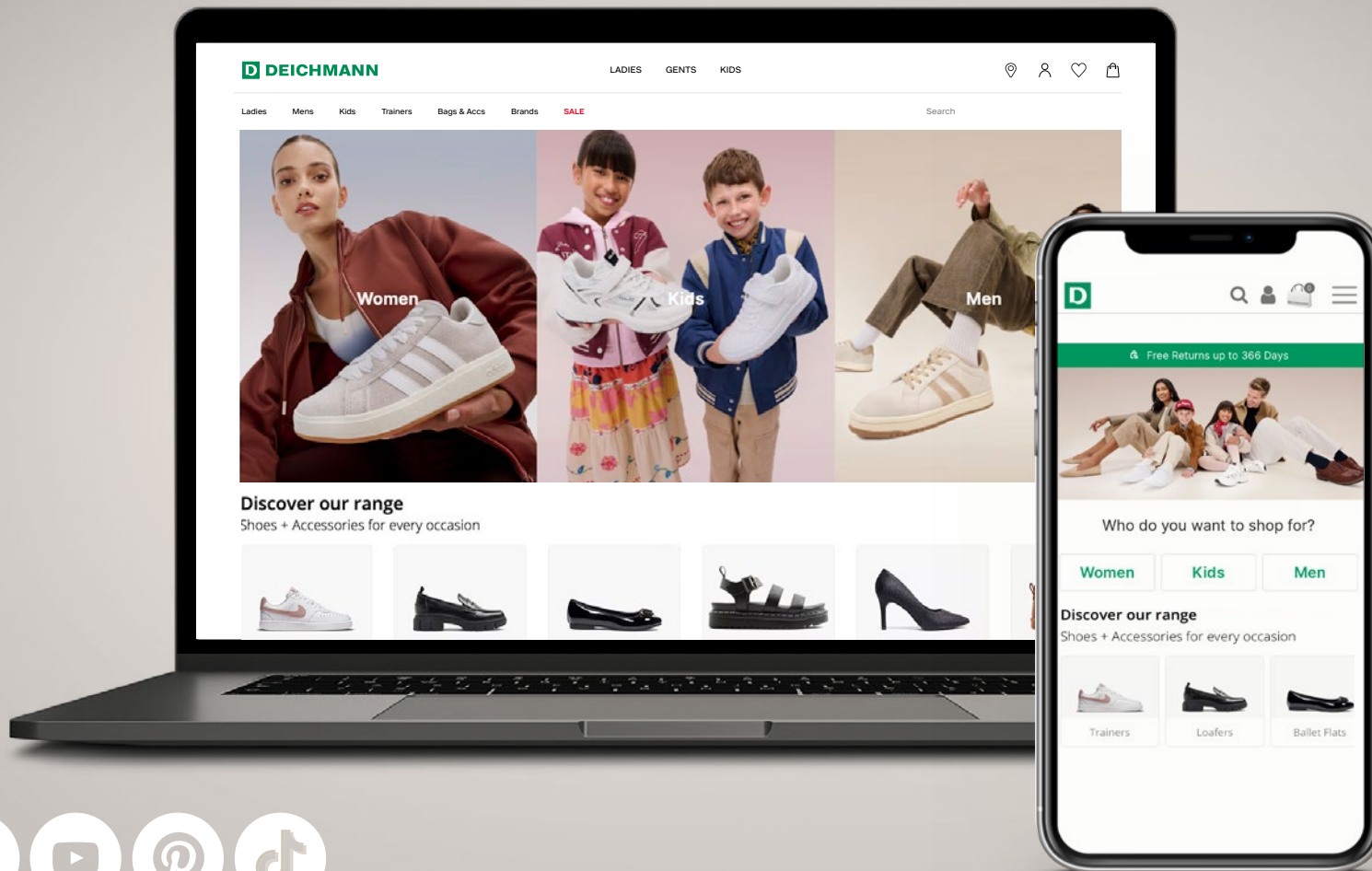


**Not only in the
classic retail stores ...**

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... but also online and in our multiple social media channels.



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**Along with an
ambience where
seamless shopping
experience across
all channels
becomes more
enjoyable.**

We look forward to seeing you!

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Facts & Figures

The company in numbers 2025

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Growth & expertise

DEICHMANN looks back on a 111-year tradition. The family-owned company is Europe's largest shoe retailer.

The DEICHMANN Group sells 180 million pairs of shoes worldwide per year. A figure that speaks for itself.

In its corporate history, DEICHMANN has grown independently, without going public or taking on debt.

Our years of market knowledge and our financial power is the guarantee for our successful expansion.

* figures as at 31/12/2024



No. 1 in Europe
over 180 million pairs of shoes

36 countries

4,700 stores

37 online shops

49,900 staff

8.7 billion Euro in sales

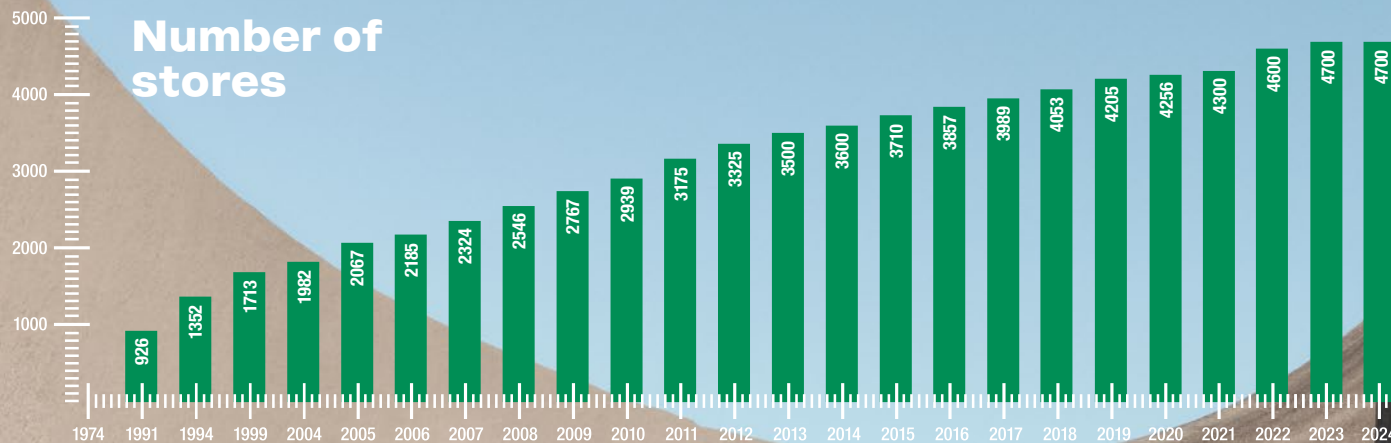
DEICHMANN SE achieved a gross turnover of 8.7 billion Euros (net 7.5 billion Euros) worldwide in the financial year 2024. Around 180 million pairs of shoes were sold in the group's branches and online shops in 2024.

* figures as at 31.12.2024

Our stores

As Europe's largest shoe retailer, DEICHMANN focuses on a wide range and the best possible service in its stores and online shops. Shopping should be as easy and convenient as possible for customers. That's why DEICHMANN, as an omnichannel provider, combines traditional bricks-and-mortar shopping in local stores with customer-centred digital services – all in a bright and friendly atmosphere.

Our state-of-the-art shop design concept is based on this claim, which is why we invest millions every year in the modernisation of our stores and the acquisition of attractive store locations. You will find us on the trendy boulevards and in the top shopping centres as well as in the countryside.



The evolution of the DEICHMANN group

1913 **Germany**
Establishment DEICHMANN

1973 **Switzerland**
Acquisition DOSENBACH

1984 **USA**
Acquisition
RACK ROOM SHOES
(previously LERNER SHOES)

1985 **Netherlands**
Acquisition vanHAREN

1992 **Austria**
Introduction DEICHMANN
Switzerland
Acquisition OCHSNER

1997 **Poland**
Introduction DEICHMANN

2001 **Hungary**
Introduction DEICHMANN
United Kingdom
Introduction DEICHMANN

2002 **USA**
Acquisition
OFF BROADWAY

2003 **Czech Republic**
Introduction DEICHMANN
Denmark
Introduction DEICHMANN

2004 **Slovakia**
Introduction DEICHMANN

2006 **Slovenia**
Introduction DEICHMANN
Turkey
Introduction DEICHMANN

2007 **Romania**
Introduction DEICHMANN
Croatia
Introduction DEICHMANN
Sweden
Introduction DEICHMANN

2008 **Italy**
Introduction DEICHMANN
Lithuania
Introduction DEICHMANN

2009 **Bulgaria**
Introduction DEICHMANN

2010 **Spain**
Introduction DEICHMANN

2011 **Portugal**
Introduction DEICHMANN
Serbia
Introduction DEICHMANN

2013 **Bosnia and Herzegovina**
Introduction DEICHMANN

2018 **France**
Introduction DEICHMANN
Belgium
Introduction DEICHMANN

2019 **Latvia**
Introduction DEICHMANN
Estonia
Introduction DEICHMANN
UAE
Introduction DEICHMANN
(Franchise)

2020 **Kuwait**
Introduction DEICHMANN
(Franchise)

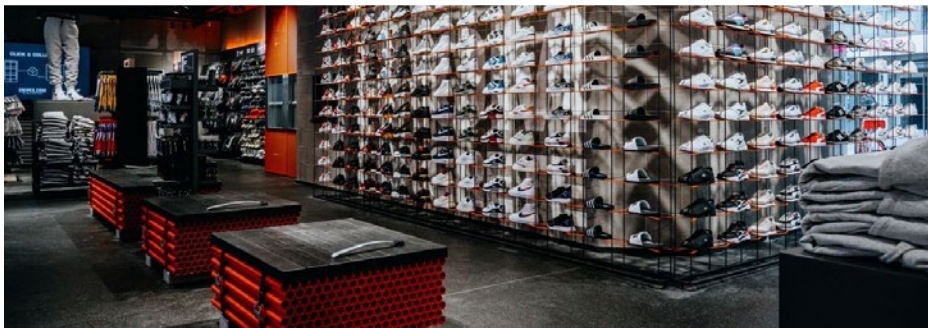
2021 **Qatar**
Introduction DEICHMANN
(Franchise)

2022 **Oman**
Introduction
DEICHMANN
(Franchise)

2023 **Saudi Arabia**
Introduction
DEICHMANN
(Franchise)
Kenia
Introduction
DEICHMANN
(Franchise)
Ivory Coast
Introduction
DEICHMANN
(Franchise)

2024 **Bahrain**
Introduction
DEICHMANN
(Franchise)
Ghana
Introduction
DEICHMANN
(Franchise)





Our shop concepts

In addition to the DEICHMANN format, the group is globally represented with further concepts: in Switzerland (Dosenbach/Ochsner Shoes/Ochsner Sport), in the Netherlands and Belgium (vanHaren) and in the USA (RackRoom Shoes). The company also includes the SNIPES group with shops in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal, the USA, Italy, Croatia and Poland.



Our shop concepts

**High streets –
City centre locations
as well as highly frequented
pedestrian zones**

- shops in prime locations
- preferably at ground level
- at least 400–500sqm, with additional storage space if appropriate
- in exceptions, multistorey with up to 1,000sqm
- good visibility
- wide shop front
- straight-line/preferably rectangular floor plan
- very good accessibility and transport links



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Our shop concepts

Shopping Centres

- modern architecture or well-preserved historic buildings
- box-style store
- gross area of approx. 400-500sqm
- strong tenant mix, consisting of international and national fashion retailers and specialist shops
- minimum of 9m shop front
- ceiling height of at least 3m
- good visibility and profile





Our shop concepts

Retail Park Centres

- shop with minimum 400sqm
- with appropriate tenant occupancy consisting of a hyper- or supermarket as well as convenience goods retailers
- with good transport links and spacious parking facilities



Questions? Contact us!

Mrs. Eda Kahraman Yesilyurt
eda_kahraman-yesilyurt@deichmann.com
+49 201 8676 259

deichmann.com