



**DEICHMANN**

Deichmann – A Journey through time  
1913-2021

# 1913

Everything goes back to the workers' district Essen-Borbeck at the heart of the Ruhr region, where 25-year old Heinrich Deichmann opens a shoemaker's workshop, which he runs together with his wife Julie. He buys – unusual for the time – shoe repair machines. Hence, he can speed up his work and offer affordable prices.



Heinrich Deichmann with daughter Ellen in front of his workshop

# 1919

Start of selling factory made shoes. Many of DEICHMANN customers are coalminers. They need low-priced but hard-wearing shoes. Heinrich Deichmann adds factory made shoes to his product range, which he sells to the miners. This sector soon becomes the most important source of income for the young company, which not only benefits from Heinrich Deichmann's hard work but also from the efforts of his wife Julie.



# 1926

Heinz-Horst Deichmann is born as the youngest of five children. He grows up with four older sisters.



Heinrich and Julie Deichmann, the founders of the enterprise

# 1936

Opening of the first large shoe shop at Borbecker Markt in Essen.



Branch at Borbecker Markt



# 1940

Heinrich Deichmann dies. His wife Julie Deichmann continues the business on her own.

# 1945

As early as June – only a few weeks after the War has ended – business recommences by selling remaining stock, which Julie Deichmann had stored in safe places. Over the coming months, the entire family is worried whether the business will survive. They recruit twelve employees and repair shoes. Not short of ideas, they are able to improvise and produce 50,000 pairs of shoes from poplar wood and parachute harnesses. Deichmann starts an exchange for second-hand shoes and soon has 5,000 addresses on file.



Shoes made from poplar wood and parachute, produced shortly after the War

# 1949

The first DEICHMANN branch outside Essen is opened in Düsseldorf. In the meantime, Heinz-Horst is studying medicine at Düsseldorf University and uses his journeys between home and university to deliver shoes to the Düsseldorf branch. His mother Julie continues to run the business.



Branch on Ackerstraße in Düsseldorf

# 1955

Opening of a DEICHMANN branch in Oberhausen. Heinz-Horst Deichmann is looking for new ways to attract customers. He introduces among other so-called “self-selection stands” and starts to put shoes on display in the shopping mall. Deichmann had seen this type of presentation a short time before at Oxford Street in London. Apart from that, he develops the sales principle, which still applies today: DEICHMANN offers high-quality fashionable shoes and good quality at affordable prices. His aim is to reach broad groups of buyers.



First Branch in Oberhausen





# 1956

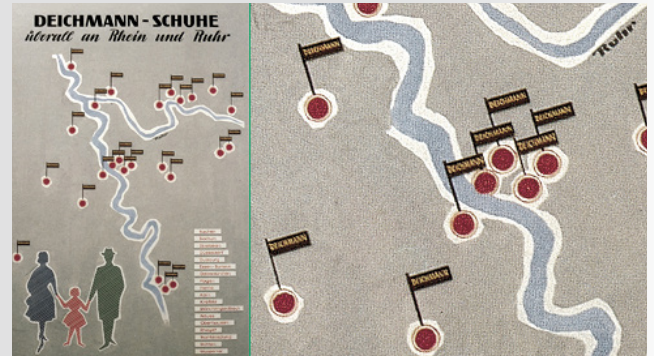
Dr. med. Heinz-Horst Deichmann ceases to work as a general practitioner and takes over the leadership of the company.



Company outings were part of the corporate culture right from the start.

# 1963

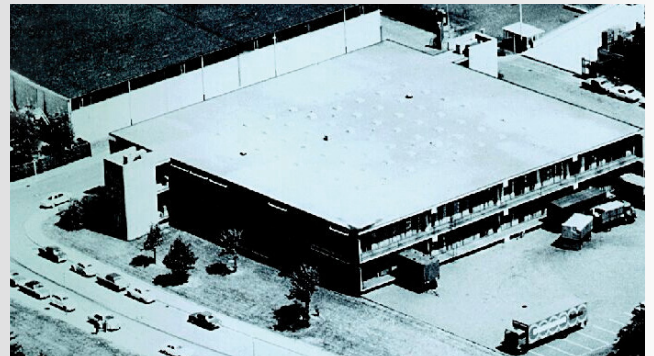
The company celebrates its 50<sup>th</sup> anniversary. Customers can now shop in 16 specialised DEICHMANN retail branches between Rhine and Ruhr.



Growing store network.

# 1968

The company moves into the new administration and warehouse building at Boehnertweg 9 in Essen (today: Deichmannweg). Several extensions and many years later, the company headquarters are still in the same location.



Administration and warehouse building 1968

# 1973

When, due to the lack of a successor from its own ranks, the long-standing family-led Swiss retail shoe company DOSENBACH is looking for a buyer, the shoe chain is taken over by Dr. Heinz-Horst Deichmann. He continues it under its established name and starts - in time for the sixtieth birthday of the company - its international expansion.



Dosenbach branch in Schaffhausen



# 1975

Opening of the 100<sup>th</sup> DEICHMANN retail branch in Würzburg.

# 1977

During a visit in India, Dr. Heinz-Horst Deichmann is suddenly confronted with hundreds of leprosy sufferers. This encounter affects him to such an extent that he decides to help: soon afterwards he establishes the aid organisation "wortundtat", which provides disadvantaged people with access to medical and social aid and sets up educational and training facilities. Today, in India alone the organisation is helping more than 120,000 people each year.



wortundtat has been people in need in India since 1977

# 1978

The speedy distribution of goods becomes increasingly more important: the first central warehouse is set up in Bottrop.



# 1980

Opening of the 200<sup>th</sup> DEICHMANN retail branch in Hannover.

# 1984

By taking over the shoe chain Lerner Shoes in the USA, DEICHMANN starts to gain a foothold in the second market outside Germany. Shortly after the acquisition of the company, Lerner Shoes is renamed to become RACK ROOM SHOES, which is a reference to their shop fittings. Dr. Deichmann is the first to introduce the shelving system in Europe, where the customer is presented with a complete pair in the box.





# 1985

In the Netherlands, the vanHaren family cannot appoint a successor from their own ranks to continue the shoe chain bearing the same name. Dr. Deichmann takes over the chain and manages it under its well-known name.



Dutch vanHaren branch

# 1988

DEICHMANN celebrates its 75<sup>th</sup> anniversary and now has 400 branches in Germany. A second distribution centre is opened in Franconian Feuchtwangen. By taking over the until then also owner-managed retail shoe chain ROLAND, the DEICHMANN group is joined by another well-known name. The company, whose original reputation was based on being a provider of men's shoes, is gradually developed into a full-range supplier with modern shops in major German cities.



Roland branch in Hamburg

# 1989

The son of Dr. Heinz-Horst Deichmann, Heinrich Deichmann (born 1962) joins the company. He shares his name with the founder of the company.

# 1990

The first DEICHMANN retail branch in the new federal states is opened in Coswig near Dresden.



DEICHMANN retail branch in Coswig



# 1992

Official opening of the third DEICHMANN distribution centre in Soltau. For the first time, DEICHMANN starts its expansion abroad under its own name - in Austria. In the same year, the company is taking over the Swiss shoe chain OCHSNER.



Swiss Ochsner branch

# 1995

Since German reunification, over 140 DEICHMANN shops have been opened in the new federal states. Start of the first DEICHMANN TV spot, telling the viewer: "Hard to believe - brand-name shoes at such low prices - DEICHMANN."



DEICHMANN TV spot

# 1996

Opening of the 800th retail branch in Dessau. Dr. Heinz-Horst Deichmann starts setting up a medical aid project in the south of Tanzania, right in the middle of the African bush.



Medical care in Kiuma

# 1997

The first DEICHMANN retail branch in Poland is opened in Konin in May.



DEICHMANN retail branch in Konin





# 1998

In January, Wolfen, the fourth DEICHMANN distribution centre, starts to operate. It supplies the new federal states and Poland. The opening of the 50<sup>th</sup> DEICHMANN branch is celebrated in Austria.

# 1999

Heinrich Deichmann takes over the management of the Group from his father Dr. Heinz-Horst Deichmann. The 900<sup>th</sup> branch opens its doors in Berlin.

# 2000

Under [www.deichmann.com](http://www.deichmann.com), DEICHMANN is the first shoe retailer to sell its products on the internet via an online shop.



Dr. Heinz-Horst Deichmann is appointed Indian Honorary Consul for the state of North Rhine Westphalia (NRW). He receives the Grand Cross of Merit in the same year.



# 2001

DEICHMANN enters the British market. The first branches are opened in Hungary.





# 2002

Takeover of the OFF BROADWAY Group in the USA.



Off Broadway branch in Hazelwood

# 2003

Opening of the first DEICHMANN retail branches in Czechia (Pilsen) and Denmark (Aarhus). DEICHMANN celebrates its 90<sup>th</sup> anniversary.



# 2004

DEICHMANN also opens its first branches in der Slovakia. Start of the new brand-name campaign "A good deal. DEICHMANN."



# 2005

DEICHMANN acquires the trademark rights of the oldest and most traditional children's shoe brand Elefanten, as well as taking over lasts, tools and some employees experienced in technical development and supplier relationships.

The 125-year old long-established brand Gallus also joins DEICHMANN and manages a successful relaunch with a wide range of innovations.



The "DEICHMANN Award", which supports initiatives against youth unemployment, is launched. The prize honours schools, companies or initiatives, whose aim it is to help disadvantaged young people to enter the labour and training market. Since then, it has been awarded annually.



The Deichmann Award is launched in 2005.

# 2006

Opening of the first DEICHMANN branches in Turkey and Slovenia.



DEICHMANN branch in Turkey

# 2007

Expansion towards Sweden, Rumania and Croatia. The "Pussy Cat Dolls" promote DEICHMANN.



# 2008

DEICHMANN also launches branches Italy and Lithuania.



DEICHMANN branch in Italy

The English girl band "Sugababes" is the star of the new advertising spots.



# 2009

DEICHMANN opens its first branches in Bulgaria.  
The American supermodel Cindy Crawford promotes 5th Avenue.



# 2010

DEICHMANN-Spain is launched.





# 2011



## DEICHMANN

DEICHMANN presents a new corporate logo on 1st February.

The 3,000th branch of the Group is opened in Istanbul on 31.3.2011. In March, DEICHMANN opens its first branch in Serbia - and enters the market in Portugal.



# 2012

Oscar winner Halle Berry becomes the latest star to promote DEICHMANN.



# 2013

DEICHMANN opens its first branches in Bosnia-Herzegovina in March. Thus the group operates in 23 countries. DEICHMANN celebrates its 100th anniversary. The group sells 167 million pairs of shoes, operates 3,500 branches all over the world and employs a staff of about 35,000.



# 2014

In March, the company enters the Russian market. DEICHMANN starts with the new slogan "Because we love shoes." to the spring/summer season.



DEICHMANN branch in Russia

DEICHMANN opens an additional distribution center in Monsheim in Rhineland-Palatinate in February.



Dr Heinz-Horst Deichmann dies on 3 October, aged 88.



# 2015

DEICHMANN opens its first branch on Majorca. The Group now operates 25 online shops and is continuing to develop its "omni-channel" strategy – for example, the "ship-to-home" service is now available for the first time.



DEICHMANN branch on Majorca

The DEICHMANN Sponsorship Award is celebrating its 10<sup>th</sup> anniversary. Since 2005, it has been presented to projects helping to integrate disadvantaged young people into work and society. The patrons are TV presenter Nazan Eckes and professional national league football player Nuri Sahin.





# 2016

As the open-air season starts, DEICHMANN launches the "Parookaville Festival Selection" in stores for the first time. DEICHMANN is one of the top five sponsors of the Parookaville Festival in Weeze.



In September, Sophia Thomalla presents her first very own shoe collection for DEICHMANN in Berlin. The collection is made up of nine rock-star boot designs.



In October, at the start of the cooler months, Sylvie Meis presents her new collection of over the knee boots for DEICHMANN in Hamburg.



In November, 'Miss Instagram', Pamela Reif, shows her own shoe collection with DEICHMANN in Au Quai in Hamburg. The 20-year-old launches a party collection with twelve extravagant high-heeled styles.



# 2017

British singer/songwriter Ellie Goulding is an ambassador for DEICHMANN and brings out a Spring/Summer and Autumn/Winter Collection each year.



The aid organisation wortundtat has been supporting people in the poorest regions of the world for 40 years. Dr. Heinz-Horst Deichmann (†) founded wortundtat in 1977 after coming across leprosy sufferers in the Indian state of Andhra Pradesh. His son, Heinrich Deichmann, has now taken over the presidency of the organisation and, together with his family, is continuing the work as the founder would have wished.



The first vanHaren store is opened in Aalst, Belgium, in April.



DEICHMANN expands its company head office in Essen with the addition of a new office and administration building. On 13 July, Heinrich Deichmann, along with City Mayor Thomas Kufen and trainee Ibanez Kozian, lays the foundation stone for the three-storey new building, which is creating space for 150 new jobs over an area of 2,200 square metres.



At the beginning of September, ShoeFashion is also launched as a digital version for the German market for the first time. The full content of the customer magazine is presented in a responsive, interactive design, allowing customers to delve even deeper into the world of fashion, stars and styles at DEICHMANN.





# 2017

In October, the first store in France opens in the arrondissement of Caen in Hérouville-Saint-Clair, in the "Carrefour Hérouville" shopping centre. November sees the opening of another store in Laxou in the arrondissement of Nancy in the "Auchan LAXOU LA SAPINIÈRE" shopping centre.



# 2018

DEICHMANN is starting its own Influencers Club. Selected bloggers and influencers will be able to take advantage of an extensive network, opportunities for cooperation and glimpses into the world of shoe fashion at Europe's largest shoe retailer. In addition, the Club will offer seminars and workshops for personal and professional development.



Germany's most famous children's shoe brand, elefanten, is 90 years old. To celebrate its birthday, the brand is opening up its own online shop ([www.elefanten.de](http://www.elefanten.de)).



DEICHMANN is paving the way for further international expansion: The shoe retailer has signed a partnership deal with the retailer AZADEA Group for the further development of the MENA region. The first DEICHMANN shop based on the franchise model will be opening in Dubai in 2019.



After a construction time of around 16 months, the new DEICHMANN Group office and administration building is due to be completed in the autumn. In Essen, the new building on Aktienstrasse will add around 120 additional jobs to the existing Main Administration Centre, with over 800 employees.





# 2019

The expansion goes on: the first DEICHMANN branch will open in Dubai in the summer - for the first time in the company's history with a franchise partner, the AZADEA Group. In the autumn, DEICHMANN will be launching in China, where it will offer a selection of its product range online over the T-Mall Global platform. In addition, the DEICHMANN concept will be used to open the first branches in Estonia and Latvia. This means that in 2019 the group will have a presence in 30 countries.



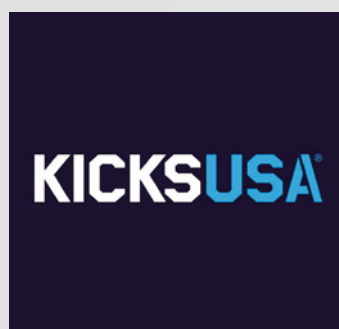
DEICHMANN is continuing to drive forward the integration of its off-line and on-line offerings: in particular, three mega-stores will be opening within a few weeks in major German cities. After extensive conversion work, the flagship stores at Limbecker Platz in Essen and on the Zeil in Frankfurt am Main will be opening their doors again. In addition to numerous structural changes, special emphasis has been placed on the closer linkage of off-line and on-line trading. In August, DEICHMANN is to launch the same concept with the largest store built so far, with 2,300 sqm on Neuhauser Strasse in the centre of Munich.



Rita Ora for DEICHMANN: British singer-songwriter Rita Ora is the new ambassador for DEICHMANN and the face of the new autumn/winter collection. The designs hand-picked by Rita Ora will be creating a young, versatile, cult and affordable collection. The collaboration will continue in 2020.



The DEICHMANN Group is taking over the "KicksUSA" chain with 64 branches in the USA through its subsidiary Snipes. In a second step, the "Mr. Alan's" chain with 30 branches is to be added.



The first DEICHMANN branch will be opened in Dubai this summer – for the first time jointly with a franchise partner.



# 2019

In China, Deichmann will be present for the first time with a selected range of products over the on-line platform T Mall Global.



DEICHMANN is launching in Estonia and Latvia for the first time, making it active in all three Baltic States.

# 2020

A new brand in the portfolio: From 1.1.2020, DEICHMANN takes over the European brand rights to ROMIKA from Josef Seibel Holding GmbH. The aim: to obtain the traditional shoe brand and develop it further.

## ROMIKA®

From the spring onwards, Covid dominates the year for DEICHMANN too. At the peak of the crisis, 98 percent of the 4,200 or so stores in 27 countries are closed. But: No employees are laid off as a result of the virus.





# 2020

In summer, the first DEICHMANN store in Kuwait opens. After the United Arab Emirates (Dubai), this is the second country in which DEICHMANN is operating stores through its franchise partner Azadea.



On 1 August, Samuel Deichmann joins the company as a new member of the Board of Managing Directors at DEICHMANN SE. He represents the fourth generation of the family to assume active responsibility within the company. Among other things, he will help to ensure the continuous technological development of the company.



The DEICHMANN subsidiary vanHaren takes over 38 stores from the Brantano shoe chain in Belgium – given the 16 existing vanHaren stores in Belgium, this triples the number of stores in the network there.



The Covid pandemic also has a major impact on the work of the DEICHMANN Foundation and the charity wortundtat. During the first phase of lockdown, for example, the Foundation donates a million facemasks to Caritas and supports the establishment in Italy of a mobile hospital in a particularly seriously affected region – including the medical equipment and staff to deal with 68 patients.





# 2021

Covid continues to have a serious negative impact on life, on people and on DEICHMANN. After four months of lockdown in Germany at the beginning of the year, stores are able to open up again with restrictions. Over the course of the year, DEICHMANN supports “Life not lockdown” – Germany largest vaccination campaign organised by private industry.



DEICHMANN continues to expand its strategic cooperation with leading sports brands such as Adidas, Nike, Puma, Fila, Reebok, Asics and Skechers. The is particularly apparent in the new Berlin flagship store which opens in the spring.



Order shoes online and collect whenever you like: The first “24/7 Click&Collect station” accessible from outside starts at the Mülheim-Dümpten store – yet another part of DEICHMANN’s omnichannel concept.



DEICHMANN celebrates its twentieth birthday in the UK and, to mark the occasion, supports the leading British children’s aid organisation Barnardo’s, which helps disadvantaged children and families throughout the country, both financially and with donations of shoes. The motto for the joint campaign: Best Foot Forward.



This year once again, the DEICHMANN Foundation and the wortundtat organisation provide support in a wide variety of ways. The Foundation helps the victims of the severe floods in Germany, for example. One special project is “Kinakoni – a village fighting hunger” supported by “stern” magazine and the aid organisation Welthungerhilfe. In Kenya, people living in a village are aiming, with small local companies, to find innovative ways out of hunger which can then also be used in other villages later.

