

Tamaris

LOOKBOOK



Spring/
Summer
2023

New Collection

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NEW SEASON.

Further development. Expansion. Movement. These motivations are what drive us forwards. Whether in communication with retailers or in contact with customers – creatively and dynamically, we find answers to the challenges of these times and to the needs of different women in their own, unique life stages.

With relevant product groups and a focussed range, we are starting an exciting new season that will make a splash right from the start, with its celebration of colour. Whether bold tones or eye-catching patterns – whatever makes you happy goes. „Dopamine Dressing“ is the name of the trend that expresses exuberant feelings of happiness in fashion, combined with on-trend uppers such as light and airy canvas, or cult classics from the sixties. The nostalgic retro trend is being relaunched this summer: Mary-Janes, loafers and slingbacks are bringing the Swinging Sixties back onto the fashion scene, providing a preview of the upcoming rise of the high heel, with platforms and block heels already hinting at what the new gallantry has confirmed with impressive effect – the era of high heel abstinence is finally over. Elegance is back, with more attention to detail than ever.

Femininity is not something that should be overlooked by active and nature-loving women: with Tamaris Active, what is probably the most fashionable outdoor collection available is taking things up a level, bringing with it the new and innovative ColdPush sole technology, a sparring partner that not only pushes you while running, but also ensures cooled feet at the same time.

Enjoy browsing through the models!

Your Tamaris team

There's even more! Join us now
and click into fashion, service
and news. Follow us now!



Sweet Canvas

THE NEW
SPRING FAVOURITES



With the new canvas models, right from the start of the season, Tamaris is reaching for a fashion trend that awakens spring fever. In eye-catching colours such as Lavender, Sage or Candy, the light and airy cotton fabric really puts you in a great mood. Forming a style duo with the trendy chunky soles, the canvas boot in high- and low-top variants becomes a sporty signature piece. New to the range is the flat lace-up shoe – the classic derby lace-up becomes the season's new must piece, on a progressive sole in summery colours.



23809 551



25215 771

Nice to know: the sporty canvas boots are 100% vegan.



Facts

KEY-COLOURS: sage, candy, lavender

SHOE TYPES: sporty booties in mid-cut versions, NEW: progressive lace-ups

MATERIALS: canvas, 100% vegan

DETAILS: progressive signature sole, rubber toe cap



Funny Sixties

THE CULT CLASSICS ARE BACK



Delicate pastel shades are just as much a part of the good retro tone as the rounded lasts, which are particularly in focus with the trotteur types.



It was the era of legroom and block heels, of up-dos and pixie cuts, of style icons like Twiggy and Brigitte Bardot. The fashion fundamentals of the Swinging Sixties are still defining style today. No wonder designers are rediscovering the fashion relics of the sixties. In shoe fashion, too, Mary-Janes, trotteur models and slingbacks are now being carried along on the nostalgia wave. Mary Janes are being reimagined with signature instep straps and progressive platform heels, and are the perfect complement to the resurgence of new classic fashion.



22416 651



24415 208

Facts

KEY-COLOURS: colorful pastel shades

SHOE TYPES: Mary-Janes, progressive trotteurs, embellished slingbacks

MATERIALS: vegan uppers – patent materials and high-quality faux leather

LAST SHAPES: round toes, square forms

DETAILS: platforms, block heels, Mary Jane straps, logo embellishments

Elegance is back

THE NEW RISE OF
HIGH HEELS



Finally, it's time to feel sexy, elegant and confident again, because high heels are back on the scene and make you want to style spectacularly. From fashionable to delicate, the new styles have a lot to offer.

And if you can't make up your mind, go for the new 2-in-1 lacing: with interchangeable lacing, the sandal can be easily transformed, for a completely new look. Here the lacing wraps up around your leg – or optionally, just around your ankle. You decide.

Facts

KEY-COLOURS: fire (metallic), light blue (metallic), pearl, black, light gold

SHOE TYPES: pumps, sandals, heeled mules

MATERIALS: leather, metallic leather, kid suede

HEEL SHAPES: louis heel, stiletto

DETAILS: pointed lasts, chain details, rhinestone decorations

1 SHOE – 2 STYLES.

With the interchangeable 2-in-1 lacing, the high-heeled sandal with cross straps can be easily transformed into a gladiator-style high heel.



28372 894



27370 001

For businesswomen and dancing queens, for date nights and after-work gatherings. For your partner or just for yourself. Elegant is in again.

A NEW WAY OF STAGING OUR SNEAKERS

SNEAKERS are omnipresent. Hardly any shoe type is as versatile as the popular styling all-rounder, which moves between design and functionality depending on the look, cult and classic or minimalism and eye-catching details. For our customers to find the sneaker that best suits their style and type, the Tamaris sneaker range will in future be divided into 3 categories: CASUAL, GLAM and URBAN.

CASUAL



Fashionable styles – always on the pulse of time, but never exaggerated.

GLAM



Eye-catching, feminine styles which stand for playful and decorative details.

URBAN



Styles that are at the forefront of fashion and inspired by street style and lifestyle brands.

Casual Sneaker

ALL DAY, EVERYDAY



CASUAL sneakers by Tamaris: Always up to date, but never exaggerated, they are the perfect everyday companions. The focus is on classic models interpreted in a new and comfortable way. Not strikingly fashionable, but definitely not boring: loving details, feminine silhouettes with subtle accents make the difference.



23701 147



23716 248

Facts

- ✓ classic
- ✓ casual wear
- ✓ bestsellers
- ✓ comfortable
- ✓ feminine
- ✓ subtle details
- ✓ suitable for everyday use
- ✓ easygoing





Glam Sneaker

THE WORLD IS
YOUR STAGE



GLAM sneakers by Tamaris – styles that add sparkle to every moment. Whether gold, silver, or shimmering details – the focus is on everything that shines and sparkles! Strikingly feminine, not only in terms of shapes and models, but also in the choice of materials and details.



23721 029



23723 430

Facts

- ✓ striking
- ✓ very feminine
- ✓ eye-catcher
- ✓ glittery materials
- ✓ metallics
- ✓ jewellery decorations
- ✓ glamorous
- ✓ playful



Urban Sneaker

THE COOL KIND



URBAN sneakers by Tamaris: the answer to the fashionable cutting edge of leading sports and lifestyle brands. The latest trends, colours and shapes from the urban sneaker segment are transformed into athletic silhouettes and progressive designs. Individuality and a certain casualness – especially in styling – play a major role here.



24717 100



25216 700

Facts

- | | |
|--|--|
| <input checked="" type="checkbox"/> trendy | <input checked="" type="checkbox"/> cool |
| <input checked="" type="checkbox"/> street style | <input checked="" type="checkbox"/> casual |
| <input checked="" type="checkbox"/> athletic | <input checked="" type="checkbox"/> young |
| <input checked="" type="checkbox"/> progressive | <input checked="" type="checkbox"/> urban |



ACTIVE

OUTDOOR

Tamaris
ACTIVE

WHEN **FEMININITY**
MEETS **FUNCTIONALITY**,
YOU CAN **FASHIONABLY** ESCAPE
INTO NATURE
OR JUST EXPLORE THE CITY.

—

NO MATTER WHERE YOU GO,
YOU'RE EQUIPPED FOR
ANYTHING.



tamaris

ACTIVE

OUTDOOR

tamaris

FASHIONABLY
EQUIPPED FOR
ANYTHING



25209 823

When the hills are calling and the city responds, there's a fashionable echo: Tamaris. With these words, we revolutionised the outdoor industry exactly one year ago. True to this motto, this season we have placed even more focus on the feminine details on our outdoor shoes. For all natural fashion lovers, we bridge the gap between fashionable aspirations and functional details: while colours inspired by spring nature create fashionable accents, new, feminine yet functional silhouettes round off what is arguably the most fashionable outdoor collection available. A cooling insole paired with the new, innovative ColdPush sole technology takes the Spring/Summer 2023 collection to the next level.



23776 544



23766 775



Facts

KEY-COLOURS: shades of clay, frozen moss, steel blue

SHOE TYPES: low-, mid- und high-cuts

MATERIALS: fine nylon textiles, nubuck leather, engineered mesh

LAST SHAPES: feminine, round, with an on-trend twist

DETAILS: sporty silhouettes, feminine details on laces, lace holes or over the entire





WALK



WALK is the perfect companion for a hike to explore nature. A functional shoe for flat terrain that also makes a real fashion statement in the city.



TRAVEL



TRAVEL is a flexible all-rounder that can easily be stowed away when travelling. It is the perfect companion for medium hiking trails on mixed terrain.



TRAIL



TRAIL turns every outdoor activity into a proper exercise session. It doesn't matter whether it's a relaxing walk on mixed terrain or a quick run over rocky ground.



HIKE



HIKE is the perfect companion for ambitious excursions in wild landscapes. Whether it's a rocky or slippery surface, HIKE ensures comfortable hiking over long distances.

NEW IN SS23

Your legs feeling heavy? Your feet are tired? But you're still a long way from the finish line? When your body can't take it any longer, your sense of determination keeps you going – or perhaps it's your shoe! Say hello to your new sparring partner – for any distance and any altitude. Because your next move could change everything. The asphalt is not your opponent, but rather your springboard:



In combination with the cooling insole, your foot is optimally ventilated. Instead of a footbed, the sole has a cushion in the heel area and small channels that act like a natural air conditioning system inside the shoe.

**COLDPUSH**

The full-length air pockets in the sole give way when rolling and noticeably cushion the step. This provides a powerful push off and propels you forward as you run. Damping that doesn't slow you down, but instead fires you up. Land softly and just keep running – beyond your personal limits.



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