Beat: Lifestyle

DEICHMANN - A Journey Through Time - LOVE FOR SHOES

NEW SHOES & ACCESSORIES COLLECTION

PARIS - ESSEN-BORBECK - RUHR, 16.10.2022, 06:03 Time

USPA NEWS - 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.

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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.

* 1936 - Opening of the first large shoe shop at Borbecker Markt in Essen.

* 1940 - Heinrich Deichmann dies. His wife Julie Deichmann continues the business on her own.

* 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.

* 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.

* 1963 - The Company celebrates its 50th Anniversary. Customers can now shop in 16 Specialised DEICHMANN Retail Branches between Rhine and Ruhr.

* 1980 - Opening of the 200th 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.

* 1988 - DEICHMANN celebrates its 75th Anniversary and now has 400 Branches in Germany.

* 1992 - 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.

* 1995 - Start of the First DEICHMANN TV Spot, telling the Viewer: "Hard to Believe - Brand-Name Shoes at such Low Prices - DEICHMANN."

* 2000 - Under www.deichmann.com, DEICHMANN is the First Shoe Retailer to sell its Products on the Internet via an Online Shop.

* 2015 - 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.

* 2019 - 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.
In China, Deichmann will be present for the First Time with a Selected Range of Products over the On-Line Platform T Mall Global.

* 2021 - 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.

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- Summary:

* N°1 in Europe
* 160 Million Pairs of Shoes
* 31 Countries
* 4,300 Stores
* 40 Online Shops
* 42,000 Staff
* 6,2 Billion Euro in Sales

- Shop Concepts:

* High street – City Centre Locations as well as Highly Frequented Pedestrian Zones.
* Shopping Centers
* Retail Park Centres

Source: DEICHMANN automne-hiver 22/23
New Shoes & Accessories Collection
On October 6, 2022 @ Restaurant Les Mines in Paris

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