



BUSINESS

Deichmann has been a family-owned business since 1913 and will continue to remain independent. The business started over 100 years ago in Essen, Germany in the Ruhr river area. This is still the headquarter for the group of companies. Deichmann is currently active in 30 countries with approximately 4,205 stores and employs around 42,962 people.

Deichmann is the market leader in the German and European shoe business. We offer a wide selection of shoes for all age groups possibly the most comprehensive selection on the market. We don't just ensure outstanding value for the money we're also quick to bring out the latest fashion trends. Our fashion scouts are hot on the trail of the latest trends and bring current fashion developments into our collections quickly.



STORE CONCEPT

In a "rack" concept, the customer is not presented with single shoes arranged on the shelf by size. You no longer have to ask the sales assistant to get the shoe in a different size or colour. The special feature of the "rack" concept is that shoes are on display not only in pairs, but also in boxes. This, originally, American store concept has become one of the main characteristics of the Deichmann Group's stores.

Further details can be found at - <https://corpsite.deichmann.com/gb-en/our-business/>
