



DEICHMANN presents shoe fashion hits of the Sugababes

Europe's most successful girl group creates its first own shoe collection / TV Advert by Jake Nava on air from the beginning of March

Essen, February 2008. With more than two million sold singles, six number ones in the single charts, over six million albums sold and three triple platinum albums in Great Britain, the Sugababes are currently the most successful girl group in Europe. Now Keisha, Heidi and Amelle - in cooperation with Europe's largest shoe retailer DEICHMANN - are taking the world of shoes by storm. Recently the three girls have starred in a TV advert shoot in London. The elaborate production was filmed by internationally renowned music director Jake Nava, whose videos for Tina Turner, the Spice Girls, Beyoncé, Britney Spears, the Rolling Stones and Robbie Williams have not only made him a household name in the music industry but also won him several MTV Video Music Awards. The advert will be shown on German television for the first time on 3rd of March.

Hot rhythms on the Thames

The new advert takes place on the Thames. "The Sugababes go to a boat party and have a great time", outlines director Jake Nava about the plot, which was filmed at the studio in London. Against the world famous backdrop of the British metropolis, which is also their native city, the girls are having fun at a hot party. It goes without saying that their outfits have to be absolutely trendy - from head to toe, they are fully aware of the fact that they are fashion trendsetters. "We do not copy anyone and what you see is what you get", stresses Amelle during the shoot. The young and fashion conscious women selected all shoes of the DEICHMANN Star Collection themselves. "We hope that the styles, which we also like to wear in private, will also meet with the taste of our fans", hopes Amelle.

The chart stormers were enthusiastic about their uncomplicated cooperation with Jake Nava. Their unique verdict: it is terrific to be able to work with someone whom we have been a fan of for a long time. "Jake Nava is a fascinating man." He started his collaboration with DEICHMANN last year when he filmed the casino spot with the Pussycat Dolls in Los Angeles.

From March 2008, the spot featuring the Sugababes will be shown on various German TV channels. Following quickly after in Austria, Switzerland, Poland, Holland, Czech Republic, Hungary and Great Britain.



Graceland Star Collection: Trends to fall in love with

They love shoes - like all women. That is why the Sugababes Keisha, Heidi and Amelle were enthusiastic and extremely pleased to introduce their first own shoe collection. Under the label "Star Collection", the range, comprising of 70 styles, will be exclusively available from DEICHMANN. The first items of the collection have already been available in DEICHMANN branches in Germany and 14 other European countries.

Nonchalant, relaxed, fresh looks characterise the young spring/summer shoe fashion 2008. Sporty sneakers and flat ballerinas, which particular impress through their youthful appearance, are among Amelle's favourites. She likes playful surface designs, but also simple plain coloured styles in bright colours or gingham. Extravagant ballerinas in 'metallic look' bring additional glamour to the stage.

Heidi loves sexy high heels in very fashionable 'metallic look' materials - sometimes richly adorned with rhinestones or other elegant variations. Dressy sandals, with rhinestone-adorned dainty straps show her stylish outfits to their best advantage.

Keisha likes to vary her style. Her favourite shoes for narrow tube trousers and pencil skirts are high stilettos with straps in elegant black or peep-toes in retro look. She too loves flat ballerinas and sneakers to provide ultimate comfort.

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The DEICHMANN Group with seat in Essen (Germany) was established in 1913 and is fully owned by the founder family. The company is market leader in European shoe retailing and employs about 25,000 members of staff worldwide. Under the name of DEICHMANN, branches are being operated in Germany, Austria, Great Britain, Denmark, Poland, Slovakia, Hungary, Czechia, Slovenia, Sweden, Rumania and Croatia. In addition, the Group is represented in Switzerland (Dosenbach/ Ochsner/Ochsner Sport), in the Netherlands (vanHaren) and in USA (Rack Room Shoes/Off Broadway Shoe Warehouse).