



DEICHMANN's new partner:

Halle Berry presents her first 5th Avenue shoe collection.

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It's no secret that Halle Berry has been in Potsdam recently to shoot parts of her movie "Cloud Atlas" in the Babelsberg film studios. However, the film she shot directly afterwards in Berlin was a well kept secret. That is until today!

With director Michael Haussman the charismatic actress filmed a TV commercial in which she promotes her own shoe collection – available in Europe from March 5th. Her collection of 40 summery, elegant and feminine shoes will be presented as "5th Avenue by Halle Berry". But while her latest movie is the most expensive German film production ever, the shoes from her collection are priced at a much more affordable range. The collection is exclusively offered in 21 European countries by DEICHMANN, Europe's leading shoe retailer.

The collaboration was officially announced at an employee event in Grugahalle in Essen, Germany. Heinrich Deichmann, owner of the company, has said of the collaboration: "We believe that Halle Berry with her down-to-earth and sympathetic attitude will be an absolutely perfect fashion ambassador, who will inspire many women with her collection."

Shoes are not just another piece of clothing for the Academy Award winner: "Shoes are an expression of one's personality. When the hairstyle and the shoes are right, this usually then applies to the rest of a person's overall appeal." Her first collection of shoes is to Berry "like a dream come true. I think every woman would like to be involved in creating a shoe collection. My 5th Avenue line is an inspiration for me. The shoes can easily be worn by every woman. They are stylish, yet reasonably priced, that is what my collection is all about."

These ideals are met perfectly by the designs in her collection: the peep-toe wedges, high-heeled sandals with straps, and slingback sandals can be combined with three-quarter jeans and a casual T-shirt just as easily as with the maxi skirts and dresses that are set to be especially colorful and flashy this season.

The spring/summer collection will be available in 21 European countries. From March 5th, 2012 onwards. The prices range from £29.99 to £44.99 for shoes and bags start at £17.99.

In the past, DEICHMANN has collaborated with international stars such as the Pussycat Dolls, the Sugababes and Cindy Crawford.



Facts & Figures

Halle Berry...

...was born in Cleveland/Ohio in 1966 and first gained public awareness as "Miss Ohio".

...has just finished filming the most expensive movie – ever shot in Germany: "Cloud Atlas" (director: Tom Tykwer; starring: Hugh Grant, Tom Hanks, Susan Sarandon). The movie is scheduled to hit movie theatres all-over Europe in autumn 2012.

...was named after her mother's favorite shopping place "Halle's Department Store".

...was the first Afro-American Actress to be awarded with an Oscar as best Actress for her role as Leticia Musgrove in "Monster's Ball"(2002).

...was honored with Star No. 2333 on Hollywood's legendary "Walk of Fame" in 2007.

...was chosen as "Sexiest Woman Alive" in 2008 by "Esquire" magazine.

...promotes the rights of Afro-Americans and supports organizations with special care programs for people with diabetics.

...successfully has launched her first perfume "Halle by Halle Berry" in cooperation with Coty in 2009.

DEICHMANN SE was founded in 1913 and is 100% owned by the founding family. The company is Europe's leading shoe retailer with more than 30.000 staff worldwide. There are DEICHMANN stores in Germany, Denmark, Great Britain, Bulgaria, Italy, Croatia, Lithuania, Austria, Poland, Portugal, Romania, Serbia, Sweden, Slovakia, Slovenia, Spain, the Czech Republic, Turkey and Hungary. Furthermore the group is represented in Switzerland (Dosenbach/Ochsner/Ochsner Sport), in the Netherlands (vanHaren) and in the USA (Rack Room Shoes/Off Broadway).