

ROMIKA - Press Release Autumn/ Winter Collection 2019/20

Introducing footwear to perfectly combine style and comfort

The upcoming Autumn / Winter 2019 ROMIKA collection ranges from fashionable ankle and functional winter boots to flat shoes and sporty trainers. Highlights include the use of dark blue, olive and red tones alongside shimmering effects and metallic materials. As always, ROMIKA focuses on harmonious material combinations, high-tech textiles and a successful combination of design and comfort; always tailored to the individual customer's requirements.

Wear Romika. Live Romika. Be Romika. Comfortable fashion footwear since 1921

ROMIKA's slogan '**Step in and feel good**' is a common theme throughout the new collection. In the upcoming range ROMIKA presents a diverse selection of new and established classic models. Boundless comfort can be guaranteed with removable insoles and H-width models, proving yet again that function and fashionable design need not be mutually exclusive.

The new collection features high-tech materials that together with TOPTRY TEX® membrane play an important role. The new materials can be washed at 30 °C, offer extreme durability and are a joy to wear. The new season collection will see the introduction of the fresh TEX boot group MONTREAL. The MONTREAL model features a directly moulded, two-component Polyurethane (PU) sole with compact PU tread and a midsole made from rubber-like PU. This high-quality combination of materials offers the wearer comfort and lightness with a flexible sole. This beautiful shell sole is made from high-tech materials to provide a modern look.

The exciting and chic new model group DAISY provides stable support and high durability, thanks to its lightweight PU sole with rubber grip and removable insoles. The beautiful ankle boots and loafer models made from glove-soft leather in subtle shades are incredibly eye-catching and a welcome addition to the ROMIKA family.

Characteristic features in the new collection are leather ankle boots and padded leather trainers with TOPTRY TEX® features that combine comfort and function. In addition to new soft leathers such as Foulard and Glove, there are also lines crafted in crinkled leather and metallic finishes.

Don't worry, sports fans will not miss out with the new collection. The MADERA and HOUSTON series will be must-have's with new colours and designs, whether it be lace-ups, Velcro fastening, high-top or slip-on trainers.

The ROMIKA collection is completed with a wide range of PVC rain boots in new colourful models with some unique and intricate prints – all crafted using the known and trusted ROMIKA quality.

Home is where your ROMIKAs are

In the Home collection, ROMIKA presents a wide range of models, carefully crafted using felt and leather. There are three new impressive slippers with a fashionable, fun look. The ADELAIDE PU women's wedge slipper can be washed at 30 °C and provides more comfort with its removable insole.

Featuring delicate feminine details and an asymmetrical last shape for a perfect fit. The new LUGANO and ST. MORITZ models are incredibly comfortable, slip-resistant and lightly equipped, thanks to their thick felt sole with rubberised ROMIKA lettering.

The men's LUGANO model looks great with a classic look in shades of grey and blue, and a sewn-on felt sole. The women's model ST. MORITZ stands out in bright purple, red and blue tones and the removable insole ensures a soft tread on both slippers. The model presents fresh colours with reversible materials and new delicate floral details.

Fashionable slip-ons such as NADINE HOME with star motifs and fur trimmings can be found in the new Home collection. The modern ballerina slip-ons LUCILLE are also fascinating with high-quality felt materials and metallic effects to complete the collection.

Particularly comfortable stretch elastic models offer even more comfort and are the focus of the new season. The collection has been extended to include models for problem feet, such as Hallux Valgus, which is also suitable for men with imperfect feet. As such, the men's shape developed in Royal K-width ensures great elastic solutions and unrestricted comfort.

The Home and Outdoor ROMIKA Autumn / Winter collections offer footwear with real character, resulting in a lovingly designed and high-quality range. The combination of sporty comfort and high fashion finishes are highlighted throughout.

As a comfort pioneer for almost 100 years ROMIKA places emphasis on important quality features. Optimal fit, high-quality materials, flexible soles and functional properties are included in all the new models - leading to a new and exciting look for Autumn/ Winter 2019/20.

Contact:

Andreas Hillesheim
Marketing Manager
ROMIKA Shoes GmbH
Viehmarktplatz 1
54290 Trier

Tel: +49 651 204 -412

Email: a.hillesheim@romika.de

www.romika.de