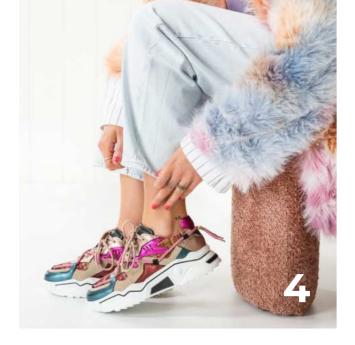




AUTUMN | WINTER 2024



# Inhoud



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88 Socks









# "Fashion is about change – and I like change" — Karl Lagerfeld

Trends change, so every season you can see that DWRS is evolving and following what fashion offers us. If you scroll through our lookbook in a few moments a couple of trends will be very eye-catching:

#### Less colour

Since DWRS is a colourful brand there is always a big range of colours present in our collection. It's part of the signature of the brand, so inescapably very noticeable. But trends change and colour has also been moved slightly to the background in general fashion trends. This results also in our collection that a bigger part of the items have less colour, using more beige & black. In the metallics the silver and gold gained in proportion. We are so happy to see that all of this is still very recognizable and DWRS.

#### Denim

Denim ruled the world this Spring, making it also a very important trend for this Autumn/Winter season.

The denim in more dark blue and black, but also green and pink, can be found in our sneakers, boots and loafers & even bags and belts.

DWRS loves denim, denim loves

DWRS

#### Bikers

Bikers with buckles are back. This big trend can't be missed, so also DWRS has some new models in the collection for all trendlovers.

Jefferson, Kiana & Creek are all new this season and these are not even all, surf through the lookbook to find all new bikers we have

#### Studs

To pimp up our western styles and loafers, we added studs to our designs. Lyon and Aspen are new westerns that we spiced up a little with small studs. For the loafer Porto we did the same

Please check out the whole book to discover a lot of new styles in every section: sneakers Saturnus or Neptunes; westerns Aspen, Hook or Silvi; loafers Mains or Medina.
And don't worry... all your favourites like Jupiter, Pluto and Los Angeles are still there in many new colours.;)

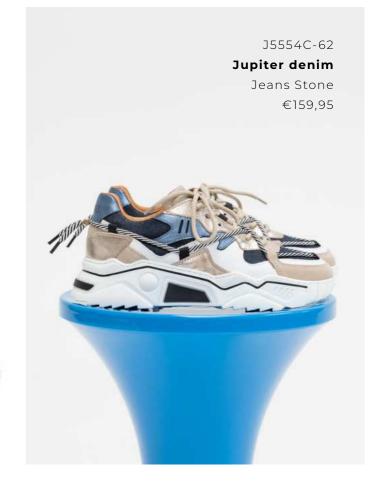
Lots of love, Aukie & Marik

Aukje & Marike





J5554C-57 Jupiter denim Fuchsia Blue €159,95



J5554C-56 Jupiter tweed Black Stone €159,95

J5554C-60 Jupiter denim Black White €159,95





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J5554C-27

Jupiter

Black White €159,95

J5554C-63

Jupiter

Taupe Stone €159,95





J5554C-54

Jupiter

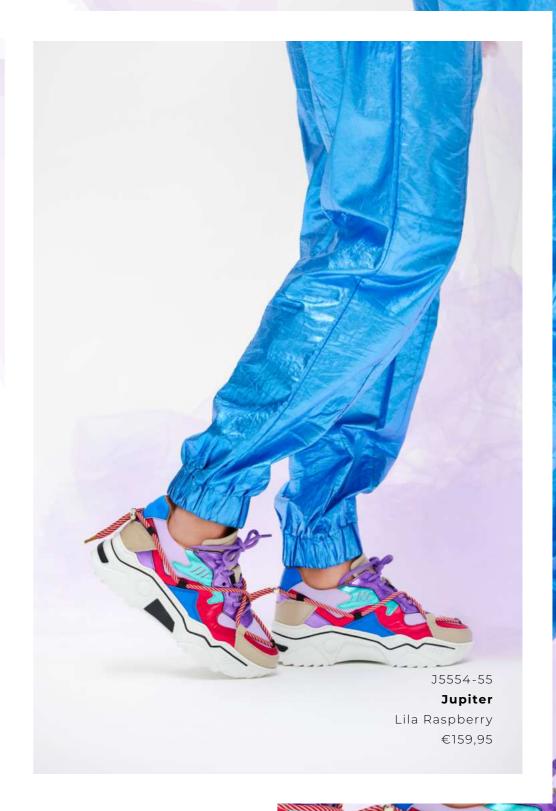
Raspberry Fuchsia €159,95 J5554C-59

Jupiter teddy

Neon Pink Purple €159,95









J5217-72

Pluto teddy

Black Off White

€159,95

J5217-01 **Pluto** Black Beige €159,95





J5217-74

Pluto denim

Beige Jeans
€159,95

J5217-69 **Pluto denim** Black €159,95

13



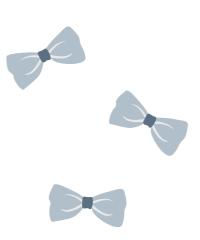


J5217-71 **Pluto** 

Brown Bronze €159,95 J5217-70

Pluto

Purple Bordeaux €159,95







J5217-67 **Pluto**Steel

€159,95

14

J5217-65 **Pluto**Steel Fuchsia
€159,95







J6536-06

Moon teddy

Off White €159,95



J6536-07 **Moon**Black Beige
€159,95



# New: DWRS sole

Because of the big success of our chunky styles Jupiter & Pluto, we designed an even more bombastic sole this season.

Same fitting and comfort as our above mentioned best-sellers, but a little more DWRS. With the bubbles and shape of this sole we tried to create a unique look.

Also: check our logo on the side.:)

Be chunky, be DWRS!

Go check it out, on the next page!







There is more... Go to page 88 and





J5554CT-03 **Saturnus sparkling**Kobalt Neon Pink

€159,95



J5554CT-04 **Saturnus leopard**Cognac Pink

€159,95



# J5554CT-06

# Saturnus denim

Taupe Green

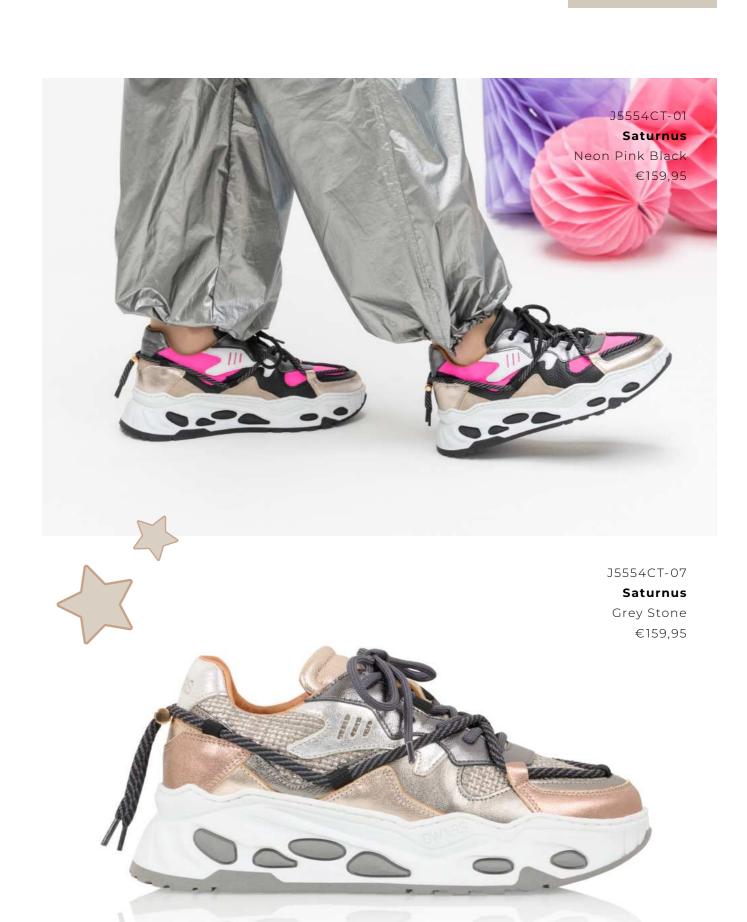


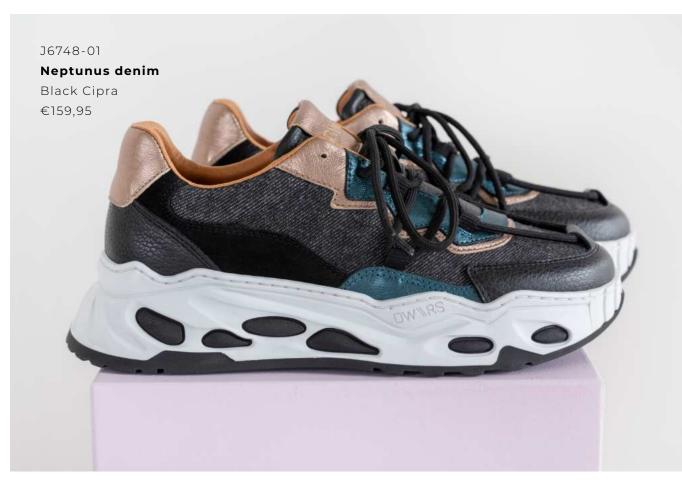
# J5554CT-08

# Saturnus denim

Champagne Kobalt







J6748-02

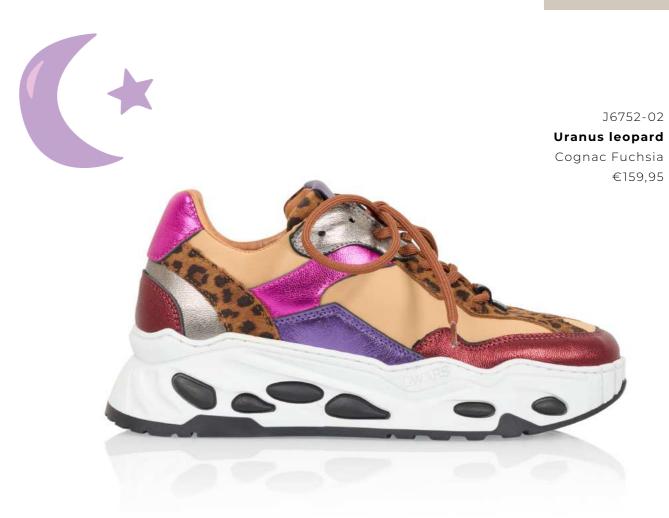
# **Neptunus terry**

Black Grey €159,95 J6748-03

# Neptunus tweed

Raspberry Kobalt €159,95





J6752-01

Uranus

Black Beige €159,95 J6752-03

Uranus

Bordeaux Multi €159,95











B9101-118

Los Angeles leopard

Brown Bronze €139,95 B9101-117

Los Angeles leopard

Black Cognac €139,95



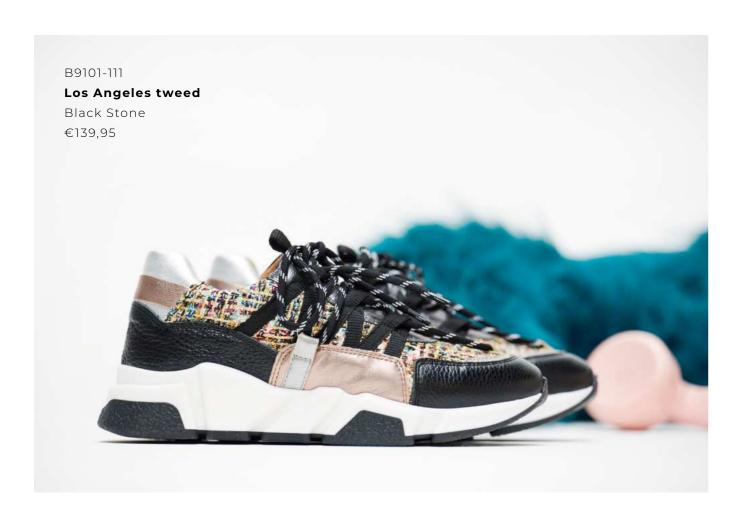




B9101-113 **Los Angeles** Stone Army €139,95









# Los Angeles

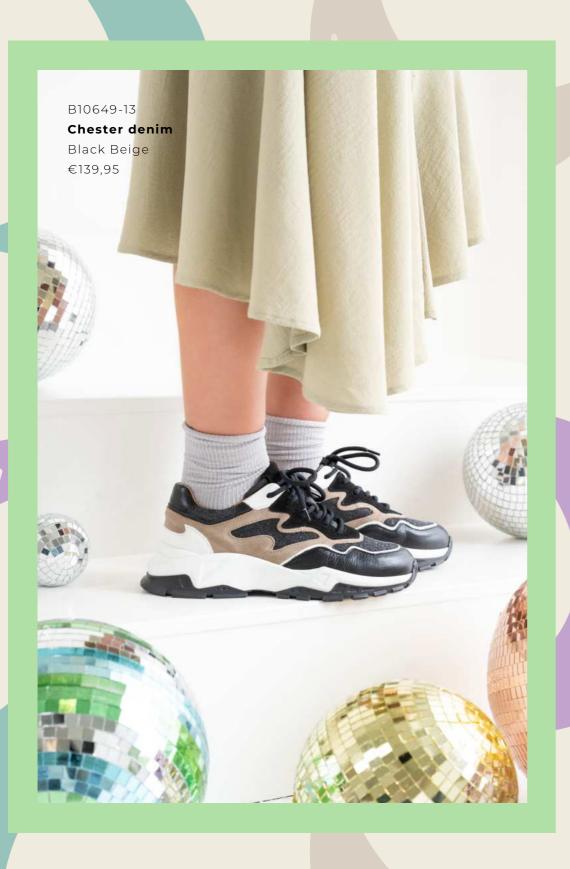
Stone Fuchsia
€139,95



B9101-120 Los Angeles teddy

Purple Grey €139,95





dwrslabel.com

B10649-15 **Chester**Steel Fuchsia
€139,95





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B10653-11

# Bonney

Beige Black €139,95



B10653-14 Bonney Dark Green White €139,95







B10653-13 Bonney denim Raspberry Jeans €139,95





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J6523-16

Rugby

Beige €139,95 J6523-17

Rugby

Taupe Stone €139,95





J6523-19

Rugby

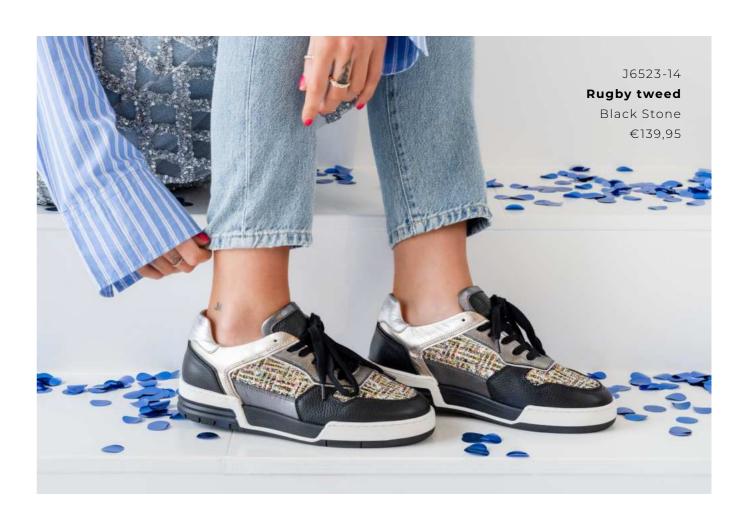
Fuchsia Purple €139,95 J6523-18

Rugby

Stone Purple €139,95







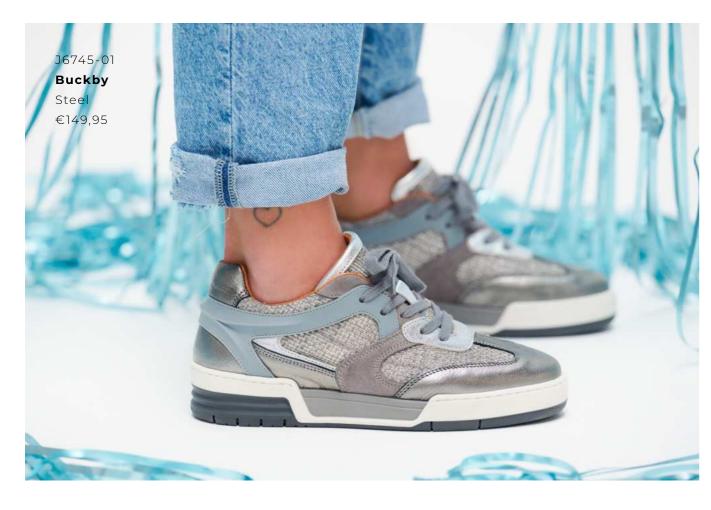
J6523-15

Rugby denim

Kobalt Jeans

€139,95





J6745-02

# Buckby

Raspberry Purple €149,95

J6745-03

# **Buckby tweed**

Fuchsia Beige €149,95

Elefante Cipra €149,95

J6372C-12 Scobey

J6372C-11 Scobey leopard Black Cognac

€149,95





J6372C-14 Scobey Neon Pink Purple €149,95

J6372C-13 Scobey denim Fuchsia Jeans €149,95









S2751-08

€139,95

Cruz teddy

Off White Black

B10922-03

Madison

Black €139,95



B10922-01

Madison

Black Taupe €139,95



B10922-02

Madison

Off White €139,95



S2751-04

S2751-06

Black

€139,95

Cruz tweed

Cruz

Silver Fuchsia €139,95



S2751-05

Cruz

Taupe Stone €139,95





# Freya Adriaens talks about her own store La Vita

In 2006 Freya Adriaens opened her store La Vita in Scherpenheuvel, Belgium. One big experience store with many well-known top brands!



# 1. How long have you been selling shoes from our brand DWRS?

"We have been selling this in our shop for about 3 years."

# 2. What do you think makes our shoes unique and differentiates us from other brands?

"DWRS is a brand that stands out because they are very good at playing with colour and different materials. They mainly focus on the fashion colours that are often found in clothing, ensuring that they always match well to the latest fashion trends. This is something we often miss with many shoe manufacturers who continue to take a classic approach and do not dare to go along with those trends, or do not adapt their collections to the fashion colours that often appear in clothes at that time."

# 3. Which DWRS models are most popular in your store at the moment?

"Los Angeles and Rugby are really selling well in our shop."

# 4. What else would you like to see in our shoes?

"That's a tough question... I don't think there is much improvement possible within your collection." :)

# 5. What kind of shoes are most loved by your customers?

"Modern comfortable items remain the most popular in our shop. I notice women like something trendy, but comfort still wins! That is why sneakers keep giving very good results; moccasins also continue to do well with us. If people still like to wear heels, it is mainly the lower block heels."

# 6. Which trend of upcoming season are you most excited about?

"The jeans - trend! I like the combinations of different jeans materials so much. You can combine them with almost every outfit - from classic to bohemian or with bright colourful clothes. Jeans combinations are therefore the absolute must-have of this season for me."

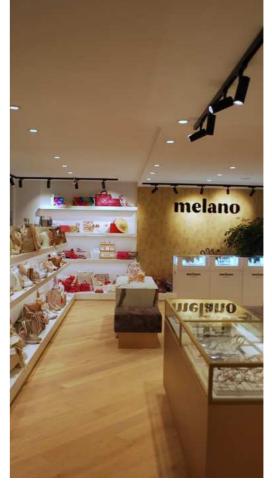
#### 7. What are the future plans for your shop?

"I still have a lot of plans! We did a major renovation 2 years ago, the shop area has been doubled and therefore we can focus much more on the whole experience of fashion. You can't only shop shoes and handbags, but we also have a wide range of jewelry, watches, accessories for the whole family. There is always room to grow, we now use part of our space for an outlet corner and still have room left. Maybe we'll expand a bit more in the future? Or we will create a trendy coffee bar in our shop? Who knows... For now we will continue as we already do. The balance of running our business with 2 (smaller) kids is perfect and that is our priority at the moment."

# 8. Are you working on sustainability in the shop and how do you contribute to it?

"I notice that we are still not doing enough for this **)** 







# "I notice women like something trendy, but comfort still wins!"



subject. We did recently replace our paper carrier bags with re-usable bags. This is more expensive, but the customer can re-use the bag and for us this is an extra advertisement. By the way, you get it for free with your purchase!"

# 9. What is your target group and how do you respond to their needs?

"Our target group is 30+. We try to do some fun fairs every season to show we are aware of the latest fashion trends and but also to be able to adjust our buying strategy to our customer's needs. We make necessary changes and adjustments in time if needed. Together with my husband I mainly buy based on a gut feeling. For example, if we notice that a certain brand does not offer a strong collection that season, we will adjust our budgets accordingly and look for new items that give us a better vibe. And often that is later on positively visible in our results. That is the advantage of being in the shop yourself. you know what's discussed during the sales and what the needs of your customers are. Items that you personally support are more easy to sell to your customer."

## 10. What do you like most about selling?

"The contact with people, our personal approach and satisfied customers make me very happy!"

B3763-08

Lyon studs

Taupe Stone €149,95 B3763-10

Lyon studs

Elefante €149,95



B3763-07 **Lyon studs** Black Cipra

Black Cip €149,95



B3763-09 **Lyon studs** 

Fuchsia Raspberry €149,95







B3631-15 **Monkey** Black Petrol €139,95



B3631-14 Monkey Black Stone €139,95

B3631-18 **Monkey** Steel Stone €139,95



B3631-13 **Monkey** Purple Raspberry €139,95





B3819-03
Aspen studs
Taupe Stone
€189,95







B3810-02

Wenen studs

Black €159,95



B3810-01

44

# Wenen studs leopard

Raspberry Fuchsia €169,95







B3818-03

Black

€149,95

Louis gold studs







B3818-01 **Louis**Kobalt

€159,95



1385-01 **Hook** Black €169,95

1385-02 **Hook lavado** Black Beige €169,95





46

1385-03 **Hook leopard** Beige Black €169,95









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2679-03 **Colombia** Black €189,95



B10675-05 **Messina denim** Navy Blue €179,95



2679-04 **Colombia** Steel €189,95



B10675-06 **Messina** Steel Grey €179,95







B10543-10 **Shetland denim** Black €189,95

2696-02

Black Kobalt

Silvi

B3778-06 **Barbados**Black White
€179,95



B3778-05 **Barbados teddy**Off White Cognac
€179,95



B3778-04
Barbados
Steel Silver
€189,95

B3778-07 **Barbados**Stone Elefante
€179,95



2696-01 **Silvi** Black €149,95

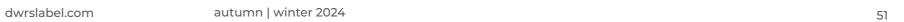


3067-01 **Cascina** Silver €159,95



3067-02 **Cascina**Stone
€159,95





# Behind the scenes of our shoot day

Surely one of the most exciting events in our company are our photoshoots. This is where the latest items really come to life on screen.

During these shoots we are busy photographing the new collection. These shoots must be planned very early in the process to have all ready to show to our audience in time. In fact the first images for the next season are taken almost a year before the styles arrive in the shops. These pictures are used for our lookbook, social media and we forward them to our retailers so that we can all share them online. Are you ready to join us during a average shoot day?





"These pictures are used for our lookbook, social media and we forward them to our retailers so that we can all share them online."



It is 8:00 am and we have our first cup of coffee at the location of the shoot. Today we are visiting a daylight studio. These shoots are always in different locations so we keep it unexpected and fun.

The first props are laid out, the clothing is steamed and the script for the day has been discussed with the team. When the model arrives, we can start and are ready to put the first pair in the spotlight.

By 10:00 am we already have two pairs ready and done. When some of us replace the props and the model changes clothes, others look closely at the screen at the taken pictures to select the perfect shots. Popcorn, balloons, disco balls and, above all, lots of colour are being used to spice up our settings. We also take time to make some behind-the-scenes pictures and short movies which we try to share live with our followers on Social Media.

Lunch is being served and we have a nice short break with the whole team at around 12:30 am. We use this as a short time to recharge as we are only halfway through. There are still 5 to go today! All 10 items need equal attention.

"In fact the first images for the next season are taken almost a year before the styles arrive in the shops."



Everyone is ready again. So straight on to the next shoe. Fortunately we prepared a good script, so we can monitor the schedule and make sure that nothing is forgotten.

After shooting all shoes, it's time to take a picture of the team behind the scenes as well. Say cheese! :)

It's a wrap! Can't wait to see the results.

B3830-05 Oslo Black €119,95

B3830-03

Oslo

Cognac

€119,95



B3830-02 Oslo Steel €129,95









B3817-03 Kiana denim Jeans €149,95



B3817-02 Kiana Steel €159,95



B3822-01

Creek

Black €149,95







B3620-01 **Bogota**Black
€129,95

B3620-07 **Bogota croco**Black
€149,95





B3621-02 **Dublin**Black

€129,95





B3552-09 **Barkly**Black
€119,95

B3621-07 **Dublin denim**Jeans
€129,95





B3552-10 **Barkly** Brown €119,95

B3621-08 **Dublin**Steel
€129,95







B3552-11 **Barkly**Stone
€119,95

BIKERS

B3808-02 **Widley** 

Black €149,95



B3808-04 **Widley** White Black €149,95





B3808-03 **Widley** Grey Steel €149,95





B3798-01 **Timber** Black €179,95







# "Hi Freya!"

#### Can you introduce yourself?"

"Of course! I am Freya, 25 years old and live in the oh so cosy Breda. I have been working at DWRS label for almost 2,5 years now. I started in marketing, took a short break and currently I have been working as an account manager again since last January."

# What do you love the most about your work at DWRS label?

"What I like most are my colleagues and the atmosphere within the team. At DWRS label you can really be yourself. If you work hard, you get freedom and happiness in return. I also really enjoy my job, because every day I can push myself to get DWRS label in the coolest and nicest shops throughout the Netherlands."

#### What is your favourite DWRS model?

"Oeh....this was always the Jupiter, but now I think the Rugby is also really super cool. My style can vary from A to Z, so I find it really hard to choose from all the different styles. I can also love loafers for example."

## Which collection do you like most?

"Again: a difficult choice. In this AW24 collection I am a big fan of the cool boots like the Jefferson and the Aspen, that are new this season. In summer I love the sneakers and loafers. Anyway, if you work at DWRS label: it's hard to choose."

#### What is your favourite trend of this season?

"I really like the leopard trend. It really suits me, but I also really like the denim trend. I think DWRS did a nice job responding to this trend for upcoming AW24 collection and I can't even wait to see the new samples for the next season again."

# "Hi Meghan!"

#### Can you introduce yourself?

"Hi, my name is Meghan, 27 years old and live in Hilvarenbeek. I have been working for DWRS label as an account manager for 2 years."

# What do you love the most about your work at DWRS label?

"I really like my customers and presenting the latest collection. I get so much pleasure out of this, that it pushes me to perform even better. Therefore I also really like the thrill of the first appointments for the new season during 'the showroom weeks'."

#### What is your favourite DWRS model?

"Haha yes, definitely I have a favourite! The Jupiter!"

#### Which collection do you like most?

"Personally I really like the summer collection. In this collection we always have lots of nice and cheerful colours. I also like the transition from summer to winter. You dress very differently but I always like the change and trying something new. In short: I like both collections! Hard to choose at DWRS label!"

## What is your favourite trend of this season?

"This season my favourite trend is denim. I have been wearing the Jupiter in denim material a lot. This season a grey version of that style was launched which I also like. Denim can't be missed in my wardrobe!"

## **OUR INTERNATIONAL SALES AGENCIES:**

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B10689-02 **Lugano** Black €149,95



B10689-21 **Lugano** Steel €149,95



0 0

B11046-22 **Lugano rings** Black €159,95

B10771-22 **Lugano** Grey Stone €149,95



B10689-01 **Lugano** Smoke €149,95



B11046-21 **Lugano rings** Stone €159,95

B10771-20 **Lugano tweed** Gold €149,95



B10771-19 Lugano sparkling Blue €149,95





B11046-26 **Lugano rings** Blue €159,95 B10991-03

Trevi

Black €149,95



B10991-02

Trevi

Steel Anthracite €149,95



Black €149,95

Leon

261391-06

261391-12 **Leon denim** Jeans €149,95



261391-11 **Leon tweed** Gold €149,95



261391-05 **Leon** Smoke €149,95



Trevi

Taupe Stone €149,95







261324-06

#### Ponza

Black €149,95



# 261324-05

## Ponza

Beige Smoke €149,95

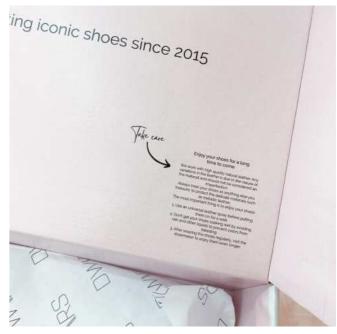


# New: DWRS shoebox

Sustainability is a very current topic within our company. There are new developments in sustainability every day, which is why we also want to contribute. That's why we would like to show you that the shipping boxes used for DWRS have been changed!







Shoes being packed in boxes and shipped in a shipping bag is outdated in our opinion. Our new box is 2 in 1: pairbox and shippingbox.

The boxes have a clean white look with the familiar DWRS logo on top of the lid. The inside of the box has a light pink colour with branded tissue paper so it feels like unwrapping a real gift when the parcel has

It is important to take good care of shoes. You will no longer find this explanation on a card in the box, but can be found on the lid inside the box.

Do you prefer a different size or colour of our shoes? Pack the shoes back into the box, use the adhesive strip on the inside and stick the return label on the box. The parcel is ready to be returned without any extra packaging!!

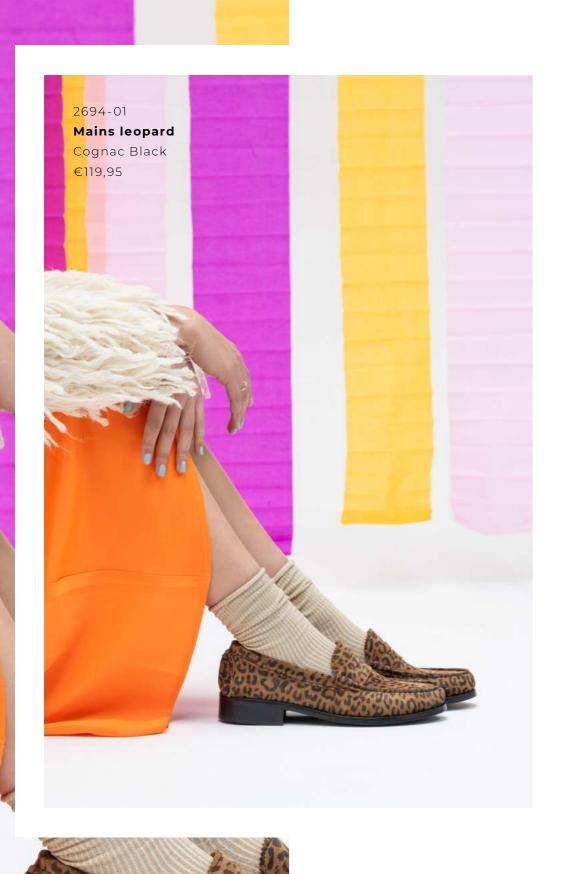
2694-02 **Mains**Black
€119,95



2694-05 **Mains**Stone

€119,95





28533-08 Porto studs leopard

Cognac Black €139,95



28533-06 Porto tweed

Gold €119,95

72

28533-12 Porto Steel





€119,95





B10929-01

Medina Elefante €119,95



€119,95



B10929-02 Medina teddy Off White Cognac €119,95





A22026-05 Poco Fuchsia €39,95

A22026-08 Poco jacquard Neon Pink €39,95







A22026-09 Poco Anthracite €39,95

A22026-10 Poco denim Dark Jeans €39,95





T21104-24 Spezia metallic Dark Green €89,95



T21104-32 Spezia tweed Kobalt Blue €89,95





T21104-34 Spezia jacquard Neon Pink €89,95







T23001-14 Chico cord glitter Anthracite €69,95



T23001-13 Chico cord jacquard Neon Pink Purple €69,95





BAGS



T22-28-22 **Leola denim** Dark Jeans €89,95



T23002-10 Montreal teddy Black €99,95



T23002-07 **Montreal** Black €99,95



T23002-11 **Montreal leopard**Black Cognac
€99,95





T23004-11 **Charlotte** 

Smoke



T23004-10 **Charlotte**Anthracite
€119,95



T23004-08 **Charlotte denim**Black Jeans

€119,95



T23004-12 **Charlotte tweed**Blue
€119,95



### T23003-06





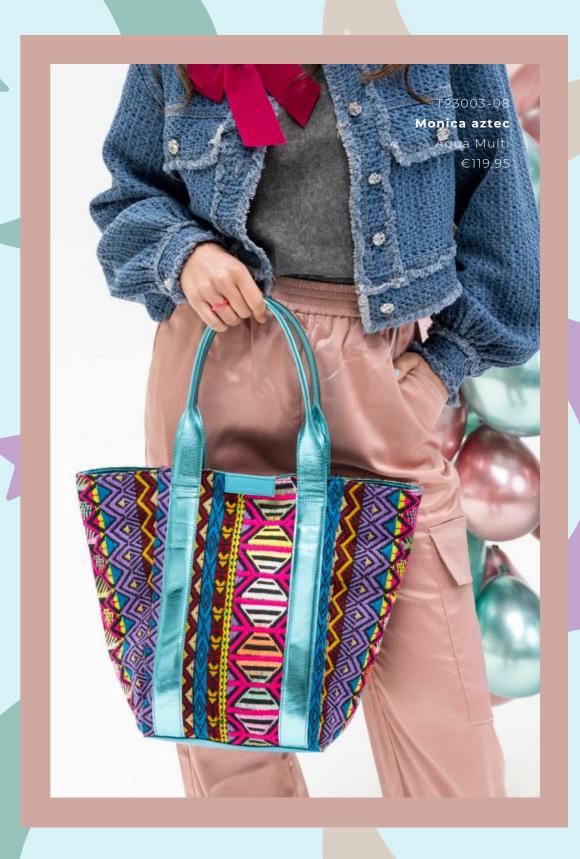




Jeans €119,95







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B21061-03 **Fiji Belt**Black
€39,95

B21061-27 **Fiji Belt** Kobalt €39,95







B210610-33 **Fiji Belt denim** Dark Jeans €39,95





#### B21061-30

## Fiji Belt jacquard

Neon Pink €39,95



#### B21061-13

#### **Fiji Belt metallic** Champagne €39,95







B22017-17 Alexandria Belt plain Black €59,95

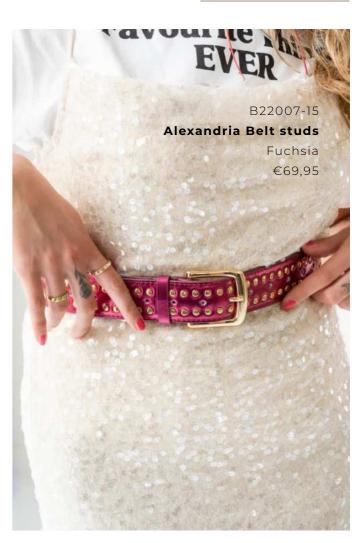
B22017-18 Purple







B22007-13 Alexandria Belt studs aztec Purple Multi €69,95



B22007-12 Alexandria Belt studs jacquard Neon Pink €69,95









# **New: DWRS socks**

Starting last season we also have our own designed socks: Lizzy (short) and Lou (long). For every style and occasion a sock to match with our sneakers or boots & loafers.

All socks this season have glitters to make them even extra special. All colours available are a perfect match to our shoe collection. Mix and

match or try an 'out of the box' look by wearing socks in a completely different colour than the rest of the outfit.

This item has already proven to be good add-on to the rest of DWRS collection.







1999-02 Lou Socks Purple Pink €14,95



1999-03 Lou Socks Petrol Pink €14,95



1999-06 Lou Socks Gold Pink €14,95





1999-01 Lou Socks Pink Purple €14,95

1999-04 Lou Socks Silver Gold €14,95



2000-01

Mix

Lizzy Socks (24)

1998-02 Lizzy Socks Aqua Kobalt €12,95



1998-04 Lizzy Socks Kobalt Pink €12,95



1998-03 Lizzy Socks Pink Lila €12,95



1998-08 Lizzy Socks Black Purple €12,95



1998-01 Lizzy Socks Black Gold €12,95



1998-06 Lizzy Socks Purple Aqua €12,95



€12,95

1998-05 Lizzy Socks Gold Light Blue €12,95





1998-07 Lizzy Socks

Pink Orange €12,95

93







# **DWRS LABEL** HQ

**Grotestraat 202** 5141 HD Waalwijk The Netherlands

# **DWRS LABEL** SHOWROOM

**Grotestraat 216** The Netherlands

#### **LET'S GET IN TOUCH!\***



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