

DWRRS

SPRING | SUMMER 2024



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DWRS

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Inhoud

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“Every night is girls’ night.” — Barbie

New season, new trends, new colours & materials. We added neon, tweed, silver & jeans to this new collection. For this Spring/Summer season we didn't feel any limits in our use of colour.

Are you still embracing your inner cowgirl? Western is here to stay. On trend: Shetland & Barbados are westerns with a folded cap. Low boots, higher boots, with flame or decorative stitching, we have them all: Monkey, Lyon, Austin, Bella, Shelby, Messina and many more.

Most of them made in nice basic shades like sand & light blue, with or without a metallic touch. Also more extreme items with bright colours and studs.

Absolute bestsellers Jupiter & Pluto, but also newcomers Moon & Venus are the chunkiest sneakers. Lots of combinations available, but the most outspoken and new versions contain: neon, silver, jeans & tweed. Also Los Angeles, Bonney & Chester are back. We believe we designed our most colourful sneakers until now and so proud to finally show them to you!

Girls' night is not complete without a good set of heels. Wearing Sevilla or Sicilië makes you feminine, but comfortable. Marbella turns you into casual chic. For all moods a different heel!

We also have a wide variety of high Summer items! Cyprus, Caracas, Casablanca are our bestsellers in this group. Madrid, Miami & Malibu are very fashionable, but also allow you to walk an extra mile. Also in this 'open' section you will see that we created with lots of colours, silver, jeans & tweed!

Last but not least: our bags and belts! Monica, Charlotte, Montreal are new. Many metallics were used, but also some new funky textiles to combine nicely with the colours in our shoe collection.

We are prepared for the most boombastic Summer so far! Hopefully you too!

Lots of love,

Aukje & Marike



B10543-07
Shetland
Sand
€199,95



B10543-05
Shetland
Champagne
€199,95



B10543-06
Shetland
Silver Ice
€199,95



B10543-04
Shetland denim
Jeans Aqua
€189,95





B3778-02
Barbados
 Sand Champagne
 €179,95



B3778-01
Barbados denim
 Sand Jeans
 €179,95



B3778-03
Barbados
 White Pink Orange
 €179,95



28529-15
Bella
Sand Champagne
€179,95



28529-13
Bella
Off White
€179,95



28529-10
Bella
Orange Pink
€179,95



28529-11
Bella
Silver Blue
€179,95

2670-05
Shelby
Sand Silver
€169,95



2670-06
Shelby
White Pink
€169,95





B10675-02
Messina
 Sand Champagne
 €179,95



B10675-04
Messina denim
 Light Blue Jeans
 €179,95



B10675-01
Messina
 Lila Pink Orange
 €179,95

2679-2
Colombia
 Sand
 €179,95



261280-23
Brady
 Sand Silver
 €179,95



261280-22
Brady
 Light Blue
 €179,95



2679-01
Colombia
 Off White
 €179,95



261280-20
Brady
 Orange Pink
 €179,95



B3763-01
Lyon studs leopard
Cognac Fuchsia
€149,95



B3763-04
Lyon studs
White Light Pink
€149,95



B3763-02
Lyon studs
Sand
€149,95



1927-80
Austin
Orange Pink Aqua
€139,95



1927-79
Austin
Silver Champagne
€139,95



B3631-08
Monkey
Sand Champagne
€139,95



B3631-07
Monkey
Orange Pink Aqua
€139,95



261329-12
Lugano
Silver
€149,95



261166-33
Lugo
Fuchsia
€139,95



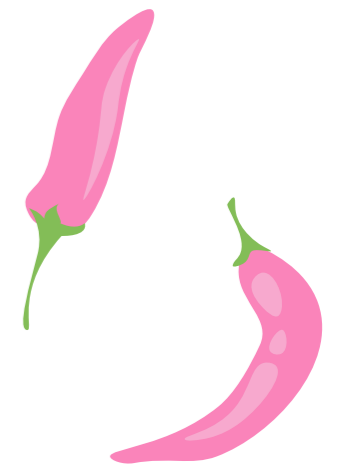
261329-18
Lugano erotica
Off White Silver
€179,95



261329-17
Lugano denim
Jeans
€149,95



261166-34
Lugo tweed
Pink
€149,95



Selina Renierkens and her store 21Jewelz in Valkenburg

Selina Renierkens has her own boutique and webshop for 8 years already. 21Jewelz is the best fashion shop for her in the heart of Valkenburg.



Selina Renierkens

1. What makes your store stand out from other stores?

"Despite the enormous growth we have made in recent years, we still take the customer into our 'kitchen' to keep it as personal as possible. For example, I think it is very important to show myself as a face alongside my handsome colleagues, even though there is often no time for this anymore. We go out every week to score the best collections for our customers, so the shopping keeps being a party for them!"

2. What is your target group, and how do you respond to this with your product range?

"Our target audience is everyone who likes to dress up in our fun outfits! Young and old can come to us and that's what makes it so much fun. Every week we

search for the best looks that can be worn by all ages. Sometimes we style this with a sneaker and other times with a boot! This way, everyone can wear it in their own way."

What types of shoes are most popular among your customers?

"The sneakers remain everyone's favorite every season. By the way, this is also the opinion of our team!" :)

4. How do you help your customers find the right shoes?

"We help our customers by combining our new outfits on Social Media with different styles of shoes every week. For example, our customers see that jeans get a completely different look with an ankle boot than with just a sneaker. Ladies are very sensitive to this!"

5. What role do trends play in your purchasing and sales strategy?

"Quite frankly, we are not so concerned with what is and will not be a trend. We mainly buy what we really like. Then it's up to us to create the best outfits with them. And that has been working very well for already 8 years!"

6. How many different shoe brands do you offer in your store?

"In addition to DWRS, we also sell 2 brands in the same price level. So a total of 3 different shoe brands. And all 3 totally different from each other! All 3 brands together provide a beautiful shoe collection every season that matches the taste of every customer."



"Over the years, the DWRS models have become a household name to our customers."



7. What do you think makes our shoes unique from other brands?

"DWRS shoes are innovative every season. Over the years, the DWRS models have become a household name to our customers. Not only are the shoes very trendy, but they are also mega comfortable to walk on! Once you have a model in your closet? More will follow soon!" :)

8. What are your plans for the future, and how do you want to develop your store? – Are you taking sustainability into consideration here?

"My biggest dream for the future is to hold on to what we already have! I'm super grateful for everything we've accomplished over the past few years. Every day, our entire team works very hard and I am proud of that. Launching our own label in 2023 served as the icing on the cake. We will expand this even further in the coming period."

J5217-59

Pluto

White Pink Green

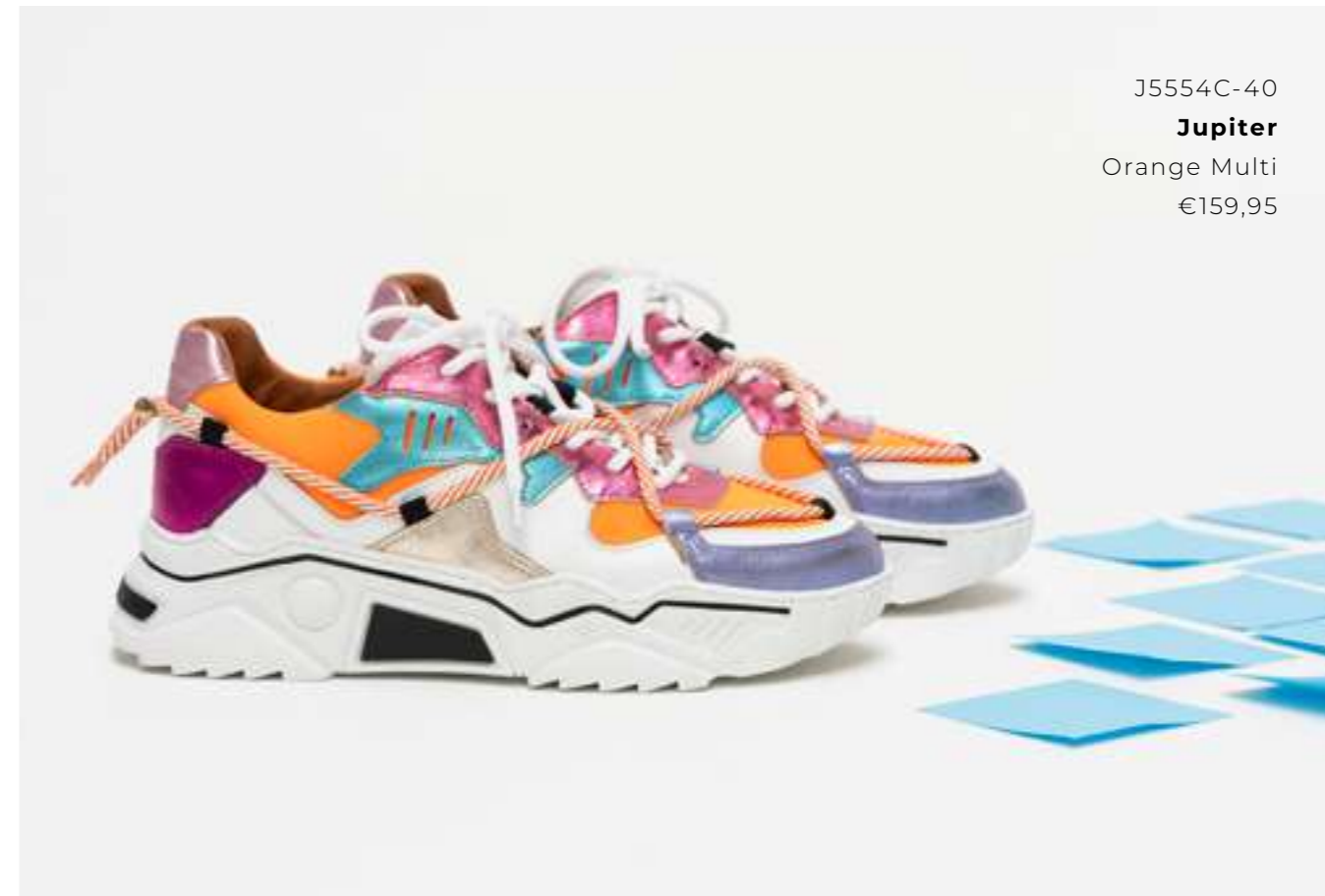
€159,95



J5554C-41
Jupiter tweed
 Pink Yellow
 €159,95



J5554C-40
Jupiter
 Orange Multi
 €159,95



J5554C-53
Jupiter
 Neon Pink Lila
 €159,95

J5554C-46
Jupiter
 Yellow Multi
 €159,95



J5554C-48
Jupiter raffia
Off White Sand
€159,95



J5554C-49
Jupiter
White Champagne
€159,95



J5554C-39
Jupiter
Light Grey Multi
€159,95



J5554C-51
Jupiter
Dark Blue Silver
€159,95



J5554C-43
Jupiter denim
Champagne Jeans
€159,95





J5554C-38

Jupiter leopard

Fuchsia Sand

€159,95



J5554C-47

Jupiter leopard

Sand green

€159,95





J5217-59
Pluto
White Pink Green
€159,95

J5217-55
Pluto sequins
Pink Blue
€159,95



J5217-56
Pluto
White Sand
€159,95

J5217-58
Pluto
White Silver
€159,95



J5217-57
Pluto
White Lila
€159,95

J5217-60
Pluto denim
Jeans White
€159,95



J6536-01
Moon
Silver Champagne
€159,95



J6536-02
Moon
White Multi
€159,95



J6564-05
Venus neon
White Neon Yellow
€159,95



J6536-03
Moon tweed
Pink Yellow
€159,95



J6564-04
Venus neon
White Neon Pink
€159,95



B9101-108
Los Angeles
White Silver
€139,95



B9101-106
Los Angeles sequins
Champagne
€139,95



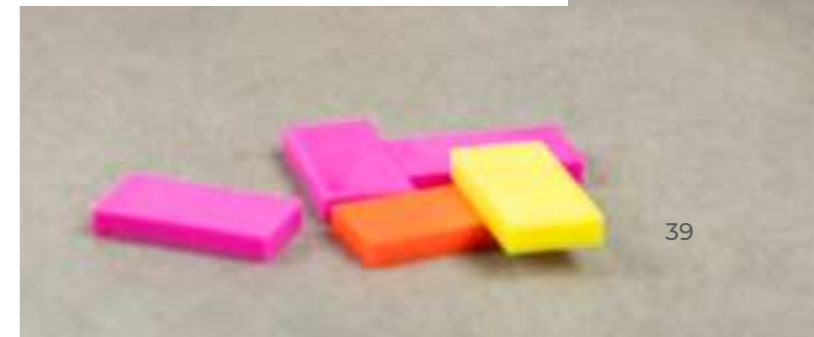
B9101-107
Los Angeles denim
Jeans White
€139,95



B9101-104
Los Angeles sequins
Pink Orange
€139,95



B9101-103
Los Angeles tweed
Pink Champagne
€139,95





B10649-07
Chester
White Sand
€139,95



B10649-06
Chester
White Neon Pink
€139,95



B10649-05
Chester
White Light Grey
€139,95



B10649-08
Chester
White Green
€139,95



B10653-04
Bonney
 Pink Lila Orange
 €139,95



B10653-09
Bonney
 Sand Champagne
 €139,95



B10653-07
Bonney
 Yellow Lila
 €139,95



B10653-05
Bonney
 Off White Black
 €139,95



B10653-06
Bonney
 White Green
 €139,95



J6523-10
Rugby
 White Silver
 €139,95



J6523-09
Rugby raffia
 Sand Champagne
 €139,95



J6523-08
Rugby demim
 Jeans White
 €139,95



J6523-13
Rugby
 Lila Pink Orange
 €139,95



J6523-12
Rugby sequins
 Pink Lila
 €139,95



J6523-11
Rugby
 White Green
 €139,95





J6372C-06
Scobey denim
Champagne Jeans
€139,95

J6372C-08
Scobey terry
White Sand
€139,95



J6372C-07
Scobey terry
White Pink
€139,95



J6372C-09
Scobey terry
Yellow Pink
€139,95



J6372C-10
Scobey terry
Orange Lila
€139,95



S2-1664-07
Dumfries
Sand Silver
€129,95



S2-1554-32
New Jersey
Off White Sand
€139,95

S2-1664-05
Dumfries denim
Jeans White
€129,95



S2-1554-30
New Jersey
Silver
€139,95

S2-1664-06
Dumfries leopard
Beige Pink
€129,95



S2-1554-31
New Jersey denim
Jeans
€139,95

A look behind the scenes in Portugal

Portugal is known for its rich history, beautiful landscapes, and great cuisine, as well as artisanal shoe production. Many of the shoe factories are family-owned businesses that often go back generations. DWRS works closely with a number of these family businesses, but also likes to come there for the delicious food. ;)



"For you each shoe is made by hand with a lot of love!"



We carefully design the collections from the Netherlands, but a few times a year we visit our partners in Portugal to overview our productions and meet with the partners.

In collaboration with these certified partners, we work hard to have the collection produced as sustainably as possible. That is why we have selected this group of manufacturers, as well as the suppliers, ourselves. As a result, the materials are qualified and more and more recycled. We let our samples being made from residual materials from previous productions to ensure that as little waste as possible remains. We then use these residual materials for future collections. In this way, we aim for 'zero waste'.

We want to give you an idea of what goes on behind the scenes, before our beautiful shoes are available in stores. For you each shoe is made by hand with a lot of love!

Enjoy!

28534-02
Parma
Champagne
€119,95



28534-05
Parma
Apple
€119,95



28534-01
Parma tweed
Pink
€119,95



28533-02
Porto
Off White
€119,95



28533-05
Porto denim
Jeans
€119,95



28533-01
Porto leopard
Sand
€119,95



1001.6-54

Paris

Apple

€79,95



100.6-53

Paris denim

Jeans

€89,95



1001.6-52

Paris tweed

Pink

€99,95



S2596-03

Israel

Silver

€99,95



S2596-02

Israel leopard

Sand

€99,95



S2726-03
Francisco
Sand Champagne
€99,95



S2726-02
Francisco
Sand Aqua
€99,95



S2663-07
Nova
Silver
€119,95



S2663-08
Nova
Pink
€119,95



S2726-04
Francisco
Black Champagne
€99,95



S2726-01
Francisco
Pink Orange
€99,95



3016-01
Tampa
Sand
€119,95



3016-03
Tampa
Pink Orange
€119,95





S2714-03
Malibu
Off White
€99,95



S2714-01
Malibu
Silver
€99,95



S2714-05
Malibu
Light Blue
€99,95



S2714-02
Malibu tweed
Pink
€99,95



S2721-02
Madrid
Black
€89,95



S2721-05
Madrid
Silver
€89,95



S2721-03
Madrid
Fuchsia
€89,95



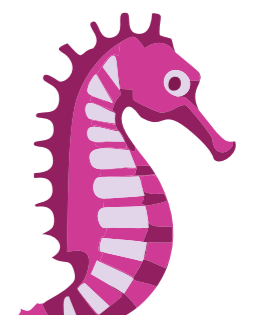
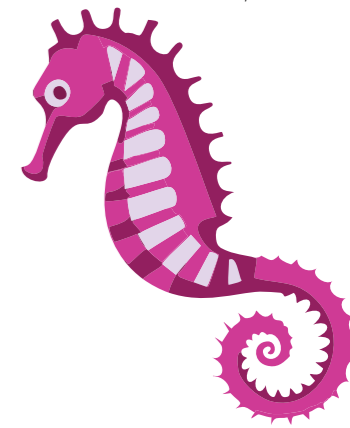
S2708-03
Miami
Champagne
€119,95



S2708-02
Miami denim
Jeans
€119,95



S2708-05
Miami
Pink
€119,95



211496-02
Cyprus
Beige
€129,95



211496-05
Cyprus
Black
€129,95



211496-03
Cyprus
Green
€129,95



211496-04
Cyprus
Pink
€129,95



211496-01
Cyprus
Champagne
€129,95





211480-02
Caracas
 Black
 €119,95

211480-03
Caracas
 Champagne
 €119,95

211480-07
Caracas
 Silver
 €119,95



211480-05
Caracas
 Off White
 €119,95

211480-06
Caracas
 Lila
 €119,95



211480-01
Caracas
 Orange
 €119,95

211480-04
Caracas
 Green
 €119,95



212021-01
Casablanca
Blue Off White
€119,95



212021-03
Casablanca
White Taupe
€119,95



212021-04
Casablanca
Light Pink Blue
€119,95



212021-02
Casablanca
Orange Pink
€119,95



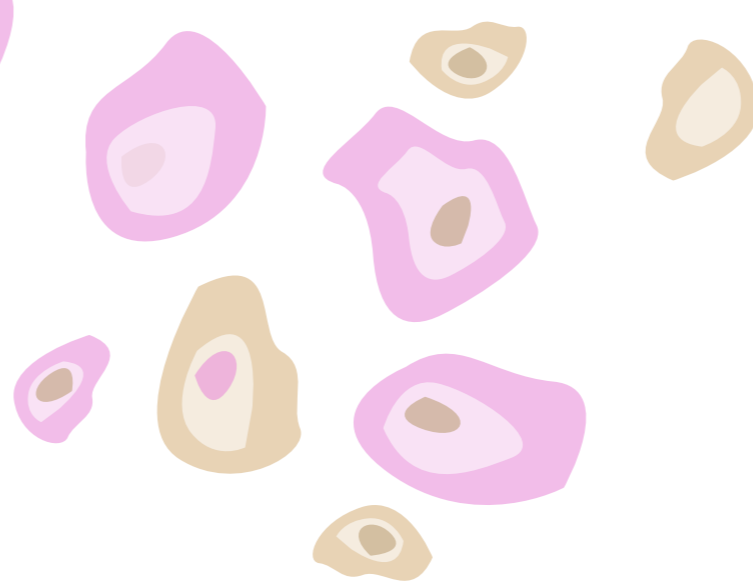
211460-01
Valencia
Off White Champagne
€99,95



211460-02
Valencia
Pink Lila
€99,95



211460-03
Valencia
Black
€99,95



2701-05
Sevilla
Champagne
€139,95



2701-06
Sevilla denim
Jeans
€139,95



2701-01
Sevilla leopard
Sand
€139,95



2701-04
Sevilla
Black
€139,95



2980-04
Marbella
Sand
€99,95



2980-05
Marbella
Black
€99,95



2980-08
Marbella
Green
€99,95



2980-06
Marbella
Pink
€99,95



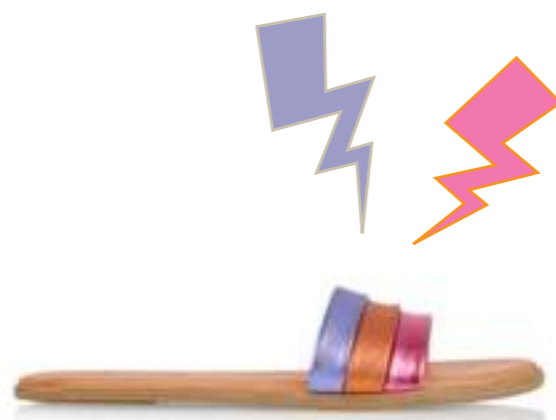
2980-01
Marbella tweed
Pink
€99,95



24157479-04
Hana studs
Off White
€89,95



24157479-01
Hana
Orange Pink
€79,95



2968-06
Burkina
Sand
€119,95



2968-01
Burkina
Champagne
€119,95



24157480-03
Hawaii
Sand
€89,95



24157480-02
Hawaii
Dark Blue Green
€89,95



2968-03
Burkina
Light Blue Silver
€119,95



2968-02
Burkina
Pink Orange
€119,95





"I really enjoy helping a customer and make them happy with one of our top items!"

"Hi Lobke!"

Please introduce yourself! :)

"I don't like talking about myself hih! Normally I always know what to say, but to put it on paper is more difficult. Let me start. I'm Lobke Kriek and 26 years old. . If I had to describe myself, I would say the following: "I am a cheerful and sociable girl and I say things without thinking about it first". I also want to help everybody and love to make people laugh. Working is my passion and like doing that together with my lovely colleagues. Outside of work, I like to walk with my dachshund Meneertje (yes, that's his real name) and last but not least I like to drink a glass of wine / beer afterwards. This is me in a few sentences." :)

How long have you been working at DWRS?

"I have been working at DWRS label for 4,5 years now. I started here as an intern and was given the chance to learn everything. After my internship was completed, I was allowed to come and work here. It was a dream come true! I remember that every time I drove to Waalwijk I smiled from ear to ear. It's sometimes funny to realize that I set up customer service to what it is today. I've seen DWRS grow up into a beautiful brand!"

What is your job title?

"This question makes me smile immediately. My job title is: Office manager / Customer service. But I'm also a janitor, IT professional and a firefighter (I like to solve problems)"

What does a normal working day look like?

"There isn't really a normal working day at DWRS. I myself am very chaotic and unfortunately the word "structure" is not in my dictionary. If I have to say what I do in a day, I need another page. So here's a little peek of what my working day looks like: Always start with a small chat with my colleagues and of course sometimes with a nice cappuccino. Then I open my mailbox and start answering all the emails. I also get phone calls in between and always answer the phone with a smile when talking to the customers. One day I will be calling the warehouse because I need to solve an issue there. On another day I am assembling together a closet or do groceries for the girls. As you can see, no two working days are the same!"

What do you like most in your job?

"I love so much about my job! You may think I answered that because this is an interview, but it is really not. I like the variety and also that I sometimes get to learn something new. Not to mention I really enjoy helping a customer and make them happy with one of our top items!"

"Bye!"

T23003-05
Monica denim
Jeans Pink
€119,95



T23003-04
Monica
Pink Turquoise
€119,95



T23003-01
Monica
Silver
€119,95



T23003-02
Monica
Pink Orange
€119,95



T23004-05
Charlotte
 Holographic
 €119,95



T23004-02
Charlotte
 Champagne
 €119,95



T23004-03
Charlotte
 Orange Pink
 €119,95



T23004-04
Charlotte denim
 Dark Blue Jeans
 €119,95



T23004-07
Charlotte
 Turquoise Lila
 €119,95



T23004-01
Charlotte
 Off White
 €119,95



T23004-06
Charlotte
 Black
 €119,95



T23002-03
Montreal
Taupe Champagne
€99,95



T23002-08
Montreal leopard
Taupe Champagne
€99,95



T23002-04
Montreal
Pink Green
€99,95



T23002-01
Montreal
Silver Pink
€99,95



T23002-06
Montreal
Off White
€99,95



T23002-07
Montreal
Black
€99,95



T23002-02
Montreal denim
Dark Blue Jeans
€99,95

T22028-18

Leola

Pink

€89,95



T22028-10

Leola

Pink Lila Orange

€89,95



T22028-13

Leola

Dark Blue Silver

€89,95



T22028-16

Leola

Green

€89,95



T22028-15

Leola

Orange

€89,95



T22028-11

Leola denim

Jeans

€89,95



T22028-14

Leola

Kobalt

€89,95



T22028-12

Leola

Champagne

€89,95



T21102-14
Molise
Pink Red
€99,95



T22014-10
Chili
Silver
€79,95



T22014-11
Chili
Pink
€79,95



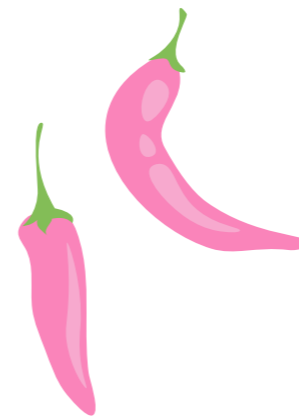
T22014-03
Chili
Off White
€79,95



T21102-17
Molise
Orange Turquoise
€99,95



T21102-15
Molise
Silver Champagne
€99,95



A22026-04
Poco
Light Blue
€39,95



A22026-03
Poco
Holographic
€39,95



T23001-08
Chico leopard
 Taupe Black
 €69,95



T23001-10
Chico cord
 Off White
 €69,95



T23001-09
Chico cord
 Pink
 €69,95



T23001-07
Chico cord
 Champagne
 €69,95



T23001-06
Chico cord
 Silver
 €69,95



T23001-11
Chico cord
 Orange
 €69,95



T21104-28

Spezia leopard

Light Taupe Black

€89,95



T21104-27

Spezia

Holographic

€89,95



T21104-26

Spezia

Silver

€89,95



T21104-25

Spezia denim

Jeans

€89,95



T21104-29

Spezia metallic

Light Blue

€89,95



T21104-07

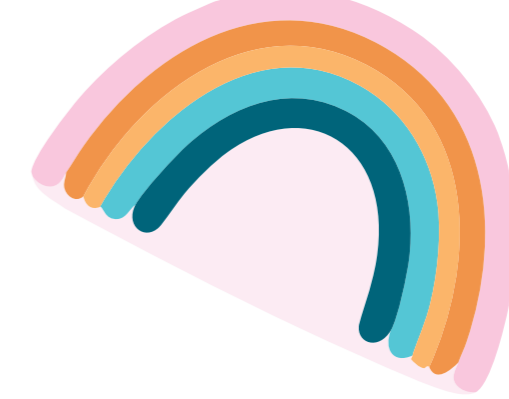
Spezia

Champagne

€89,95



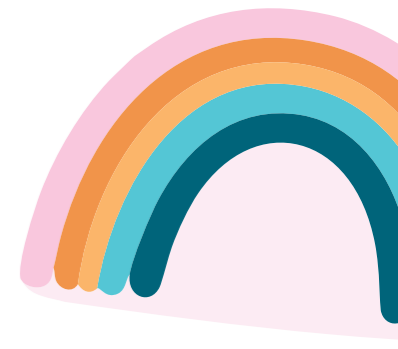
T21109-17
Napoli 3
Pink Green
€89,95



T21146-19
Napoli 3
Pink Turquoise
€89,95



T21109-19
Napoli 3 leopard
Taupe Champagne
€89,95



B22007-11

Alexandria belt studs denim

Jeans

€69,95



B22017-12

Alexandria belt plain

Silver

€69,95



B21061-25

Fiji belt leopard

Light Taupe

€39,95



B21061-26

Fiji belt

Silver

€39,95



B21061-14

Fiji belt

Pink

€39,95



B21061-24

Fiji belt denim

Jeans

€39,95



B21061-15

Fiji belt

Orange

€39,95



B21061-27

Fiji belt

Kobalt

€39,95



B21061-28

Fiji belt

Holographic

€39,95



B21061-16

Fiji belt

Green

€39,95



B21061-13

Fiji belt

Champagne

€39,95





**DWRS LABEL
HQ**

Grotestraat 202
5141 HD Waalwijk
The Netherlands

**DWRS LABEL
SHOWROOM**

Grotestraat 216
5141 HE Waalwijk
The Netherlands

LET'S GET IN TOUCH!*

✉ info@dwrslabel.com

☎ +31 416 301220

*Please use the same contact details for our sales agents outside The Netherlands