

LLOYD.COM

Nº14

# LLOYD

*RISE &  
SHINE*

THE BEST  
BUSINESS  
SHOES

15  
COOL  
SNEAKERS

SPRING INTO  
SPRING!

*Happy*  
BIRTHDAY!

WE'RE  
TURNING 135.  
JOIN THE  
CELEBRATIONS!





**LLOYD**

GERMANY 1888



# Dear Readers, Dear Friends and Fans of LLOYD,

We are currently living through a watershed, a period of intense and dynamic upheaval in our world that was prefaced - and continues to be accompanied - by hitherto unimaginable events and restrictions. Change seems to be the only constant during this turbulence. That is one reason why we still look ahead with optimism in the early days of the year. After all, change was and always has been integral to our tradition-steeped legacy. The LLOYD brand is turning 135 this year – an occasion we will commemorate in style come May 13!

In addition to featuring our anniversary, we're dedicating two entire multi-page spreads in this issue to the important topic of "Business". The exclusive men's capsule collection "North by Northwest" melds modernity with styles seen in the eponymous classic directed by the inimitable Alfred Hitchcock. "Rise & Shine" too focuses on office footwear for men and women. Fashion trends are tending towards contemporary takes on formal themes, and our shoe collection is naturally keeping in step.

Sneakers are a perennial hit, this spring and summer as well, and our models are literally bounding into the brighter season: "Spring into Spring!" Then come the hot months, and we'll show you how to welcome and savour summertime's easy living in style with our collection "Hi Summer!"

We now wish you an enjoyable read as you page through your new LLOYD Magazine. Keep us in mind and stay connected!

All the best,  
Andreas Schaller

# into **spring** **spring!**

Back in the day, they were called trainers and people wore them for sport. Today they're a top fashion statement. Sneakers! And although meanwhile they pair up with almost any outfit, denim styles are still ideal partners - because both are made for movement.





**BLACK & WHITE**  
low-tops in  
smooth dark  
leather with a  
light contrast sole.  
(EAN 13-052-00)



**ANKLE-GUARD**

high-tops in a mix of smooth and suede leathers with an abrasion-resistant rubber sole.  
(EAN 13-821-32)

**ICONIC**

low-tops with a retro story in terry-lined calfskin.  
(EAN 13-052-32)





**PURIST**  
low-tops in smooth  
white leather with  
mesh inserts at  
the sides.  
(EAN 13-034-01)





# into **spring** spring!

Trending for women:  
unusual material medleys and  
colour combinations. In contrast, the  
new men's sneakers are understated -  
and pay tribute to tried and trusted  
vintage designs.

#### **STANDOUT**

low-tops in  
smooth, suede and  
metallic leathers  
with an ultra-light,  
ribbed sole.  
(EAN 13-750-51)



**TRENDY**

low-top sneakers combining smooth and perforated suede.  
(EAN 13-716-11)

**AIRY**

low-tops in a breathable synthetic fibre; mesh netting, smooth leather and suede.  
(EAN 13-025-11)





LEISURE



**COLOURFUL**

low-tops pairing  
smooth leather  
and suede with  
synthetic fibre  
inserts.

(EAN 13-787-31)



**CLASSIC**  
low-tops in smooth  
white leather with  
a retro tennis-shoe  
design.  
(EAN 13-128-01)

# into **spring** **spring!**

As a general rule, the more striking the shoe,  
the simpler the outfit. That applies here as well.  
Showcase your favourite sneakers on centre stage!





**MATERIAL-MIX**  
low-tops  
alternating suede  
and smooth  
leather with fabric  
inserts.  
(EAN 13-700-32)

# WHITE MAGIC

## HOW TO KEEP THAT WHITE BRIGHT

If you love your sneakers, you love to wear them. A lot. And they don't go unscathed.

Here are some easy tricks and tips on how you can keep your favourite shoes looking tiptop!

**BEST FOOT FORWARD**  
White men's sneakers from LLOYD.  
(EAN 13-128-01)

### 1. FIRST THINGS FIRST WATERPROOFING

Shop and go: when you buy a new pair of shoes, you can't wait to put them on! But remember: walking home, your snow-white sneakers will be at risk of blots and blemishes. So it makes good sense to waterproof them before they come into contact with things that can soil their pristine look. Most sneakers are built to be breathable in combinations of textiles, synthetic fibers and occasionally leather, and Nano Protect spray is their ideal care solution. It prevents dirt and moisture from penetrating the material while maintaining the sneakers' breathability and ensuring that all the materials remain supple and clean. Waterproofing also simplifies subsequent cleaning. It's so easy: just spray the product evenly over the shoe and allow it to dry. Then apply it once or twice more, and you're all set!

### 2. RELAX MODE FOR SHOES STAYING IN SHAPE

One pair of sneakers is great, but two pairs are better! Why? If you alternate between them, you'll automatically lengthen their life expectancy. You should give your favorite footwear an occasional break anyway. Shoes that you don every day will wear out faster. The rule in cold, wet weather is to make sure they have a chance to dry completely and maintain their original shape. And what's the best place for them to hang out and dry? On a shoetree made of cedar, of course!



### 3. O SOLE MIO SOLE CLEANING

White soles give any business outfit a sporting upgrade. But what if they go grey? You can revive their dazzle in three easy steps. First remove any major soiling with a brush and magic eraser. Then apply a special sneaker cleaner – a liquid whitener that is ideal for the edges of soles and delivers dependable, fast coverage of scratches and scuff marks. Following this step with waterproofing is a must. It will not only protect white rubber soles from dirt, but also shield them from bright sunlight, which causes discolouration. And here's a to-go, go-to tip: keep a magic eraser to hand (a small piece is enough) so you can instantly remove any minor smears on your soles when you're out and about.

### 4. BRILLIANT! OUTER CARE

Any stain can be a pain. But not to worry! All you need is a soft cloth and a foam cleaner that is specially formulated for leather and textiles (e.g. Combi Clean & Care), and your sneakers will be good as new in no time. First remove any heavy dirt and thick dust, and shake the tin. Apply a walnut-sized knob of foam evenly with your cloth. Once it has penetrated, gently brush it off, waterproof, and off you go! More extensive soiling calls for a

concentrated product such as Sneaker Cleaner, which removes salt, water and snow stains. Here's how: Carefully remove heavy dust and dirt, then apply a small amount of the cleaner on an inconspicuous place to test colour-fastness. Hold the bottle vertically with the nozzle facing downwards, and apply the cleaner evenly with the brush. Wipe off with a damp cloth or rinse under running water. If necessary, repeat the process. Allow shoes to dry thoroughly on shoetrees. P.S. Only put your sneakers in the washing machine if you have no other choice. Water can make leather porous and brittle, and high temperatures can dissolve the adhesive on the soles. Always comply with the manufacturer's care instructions. If you have machine-washable sneakers, choose a low-temperature cycle designed for delicate and woollen fabrics (some machines have a special cycle for sneakers), and use a mild liquid cleaner. Do not add fabric softener; it can make the material porous. Place the sneakers in a washing bag or pillowcase, and add a few white towels if possible – these will cushion any impacts during the spin cycle. Dry the sneakers on shoetrees and then apply waterproofing spray.



### SNEAKER S.O.S.

*Waterproof, clean, wash – done! But what if the sole starts peeling off, a seam splits or your favorite sneakers just need a basic freshening-up? In that case, you need the pros: shoemakers or a team like Sneaker Rescue (sneaker-rescue.de), a Berlin startup. Their experts will submit your shoes to a thorough examination before they're repaired and given a general overhaul. And they gladly provide costings in advance. A new sole runs around €40, for example.*

## HOW TO KEEP YOUR FAVORITE SNEAKERS FIT

1.: Waterproofing NANO PROTECT spray, €14.95 from Shoeboy's



2.: Cedar shoetree, €29.95 from LLOYD'S BARB.



3.: Horsehair buffing brush, €3.95 from LLOYD; SNEAKER FRESH spray, €7.95 from Shoeboy's



4.: COMBI CLEAN & CARE cleaning foam, €9.95; SNEAKER CLEANER, €7.95. Both from Shoeboy's

All products are available at lloyd.com.



**LLOYD**

GERMANY 1888





Hers: cream-coloured  
**penny loafers.**  
(EAN 13-732-01).  
His: tobacco-coloured  
**slip-ons.**  
(EAN 13-090-02).  
Both models are  
crafted of calfskin and  
fitted with anti-skid  
rubber soles.

# Rise & Shine

We're meeting up with business partners and colleagues again, sharing lunch or just a coffee. Home office, adieu! Make a style-savvy personal impression in elegantly simple outfits paired with the new loafers and lace-ups.




**Derby lace-up**  
in soft, napped leather  
with contrast-colour laces.  
(EAN 13-113-23)



**Double-monks**  
in smooth calfskin.  
(EAN 13-097-03)

# Looks for *the lads*

Men now demonstrate their sense of style in footwear classics with a modern twist – preferably in shades of brown. And, in the heat of summer, without socks.



His: **Chelsea boots** in suede.  
(EAN 13-011-21)  
Hers: classic **pumps** with stiletto heels,  
also in suede.  
(EAN 13-524-21).







**Lace-ups** in smooth calfskin with a versatile "vario" footbed. (EAN 13-139-05)



The sleek shape of these pink **calfskin slip-ons** makes feet look slimmer. (EAN 13-710-06).

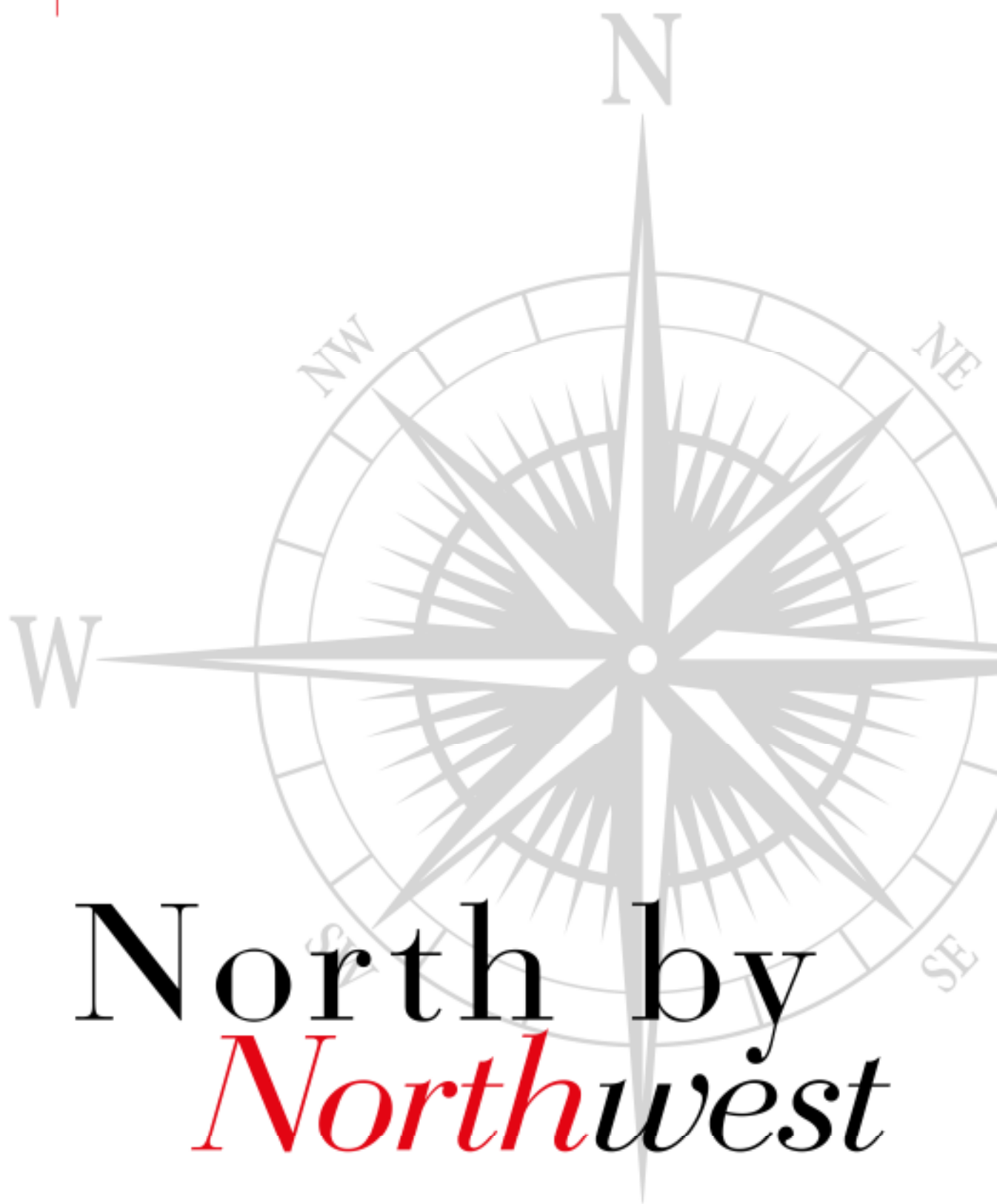
The perfect match: a pink **clutch** with a removable wrist strap. (EAN D13-13003-OT)



# Spoilt for *choice*

This season women can select from a rich variety of styles: classic pumps with a moderate heel, slippers in super-supple leather with a slim pointed toe – and sturdier lace-ups, either streamlined or with perforated patterns.

Perforated **lace-up**  
with a multi-coloured  
rubber sole.  
(EAN 13-826-22)



# North by *Northwest*

... is the title of a cinematic masterpiece directed by Alfred Hitchcock. The style of its male lead Cary Grant inspired LLOYD to produce a special edition of three classic men's shoe models - in black with an evocative sole design: a compass dial set on a bright yellow background.



THE LACE-UP

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Black derbies  
in calfskin.  
(EAN 13-123-00)



THE ANKLE BOOT

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Black Chelseas  
in calfskin.  
(EAN 13-124-00)



# Masterful *style*

Alfred Hitchcock was a grand wizard of suspense and one of the most influential directors of our time. Even today, his films endure as style-defining – in the field of fashion as well, and for both men and women equally.

TEXT:  
ANJA DELASTIK

**N** Nothing is left to chance in Hitchcock's movies: from the shrill violin staccato of the famous shower scene in "Psycho" to the tracking shots in "Rear Window", through the deliberate omission of "The End" at the close of "The Birds", up to the symbolic use of colours in "Vertigo": clothing that serves as a visual code and might even hint at the solution to the mystery.

## An eye for the parts of the whole

Everything is dramatized to perfection, down to the very last detail. The essence must be visible: this was the legendary director's creed, and to him we owe one of the most monumental oeuvres in the history of feature films. His camera shows only what is necessary to understand a scene; audiences should not allow their attention to wander to insignificant details. Instead: clean contours, brilliant editing and strategically positioned colour accents are the visual stylistic devices that not only weave their way through Hitchcock's films, but also apply to their wardrobing. Hitchcock shared this predilection with the costume designer Edith Head, and the two complemented each other perfectly. In addition to an obsession with detail, both had a penchant



### A MILESTONE

Style-defining for both fashion and film: the Hitchcock classic "North by Northwest" with Cary Grant

for subtleties that were designed to spark audiences' imaginations. Head designed the costumes for 11 of his films, and the iconic looks she created for Ingrid Bergman, Grace Kelly, Tippi Hedren and Kim Novak continue to impact the way women dress today. Yet Hitchcock's leading men also exerted an enormous influence on fashion. Above all Cary Grant, who impeccably personified the prototype of the all-around hero, exuding charm, poise and style. "Suspicion" (1941), "Notorious" (1946), "To Catch a Thief" (1955) and "North by Northwest" (1959): the four movies the actor made with Hitchcock not only went down in cinematic history, but also secured places in the annals of fashion. Two stand out particularly: Playing opposite Grace Kelly in the romantic thriller "To Catch a Thief", Cary Grant portrays the exquisitely well-dressed jewel thief John Robie, alias "The Cat", who lives on the French Riviera. His very first on-screen look is legendary. The Hollywood star makes his entrance in pleated grey flannel trousers, a blue-and-white striped sweater, brown loafers, and a red silk foulard with white polka dots. Très chic! The film has often been described as "one of the most stylish movies ever" – even the police are wearing double-breasted coats! – and costume designer Edith Head, who was responsible for Grace Kelly's wardrobe, garnered an Oscar nomination for her work. Cary Grant, on

the other hand, chose his own clothes. Why? In contrast to female film stars, male actors did not have access to a Wardrobe Department back in the day. After all, they were stars for the very reason that they dressed elegantly. Grant chose "simple, tasteful clothes" for his roles, he once explained, "the same kind of clothes I wear off screen." All the more impressive because, to this day, if you want to know how to dress stylishly in the summer, you need only watch "To Catch a Thief". The Italian designer Giorgio



FASHIONABLE!

Cary Grant (above in sunglasses with a flaming orange Havana frame and green lenses!) and his film partners Eva Marie Saint and Grace Kelly (below)

Armani once noted that Cary Grant "always looked at ease in his stylish outfits." But never as relaxed as in his best-known movie look.

Iconic look

The Hitchcock classic "North by Northwest" is regarded as one of the finest films of all time. Grant plays Roger Thornhill, a bland advertising executive who becomes entangled in a web of spies and is forced to flee across the United States – in a bluish-grey flannel suit tailor-made on London's Savile Row. Grant glides effortlessly through the plot in it, always managing to land on his feet notwithstanding its turbulent twists and turns. And while the suit seems to paint him a target at the opening of the film, it later becomes

Thornhill's coat of armour, his talisman. Both the man and his clothes are indestructible. Just recently the magazine "Esquire" again dubbed it "the most iconic suit in cinema". The shape was based on a classic single-breasted business suit, cut somewhat slimmer, however, to make Thornhill look taller. The actor paired the suit with a white shirt, a steel-grey tie, long grey socks, and brown derbies as the only contrasting accessory. It was a look "as fresh today as it was in 1959", "Esquire" pronounced.

Enduring style

"North by Northwest" elevated Cary Grant to a fashion icon, a status he himself found puzzling: "Many times during my years in films, some well-meaning group has selected me as best-dressed man of the year, but I've never understood why," he confessed to "GQ" back then. "The odd distinction surprises me: first, because I don't consider myself especially well dressed, and, secondly, I've never gone to any special trouble to acquire clothes that could be regarded as noticeably fashionable or up-to-date." Yet that is exactly what defines good style – not being up-to-date, not being dependent on the current zeitgeist or short-lived trends, but rather being enduring and timeless.

This was Hitchcock's belief as well. Although Grant made his own sartorial decisions, on the set the director had the final word. And he was known for never leaving anything to chance. "Hitchcock made everybody in the picture dress in a classic style," Grant's co-star Eva Marie Saint recalls in the book "Cary Grant: A Celebration of Style". "He didn't want the picture to date because of the clothes." And he succeeded. "There's not one outfit I couldn't wear today with a few minor adjustments and not look stylish," the actress later said. There is no doubt: both Hitchcock's films and their looks have aged very well; even six decades down the road, they are still as elegant, fascinating and inspiring as ever.



THE SLIP-ON

Black penny loafers  
in calfskin.  
(EAN 13-125-00)

# Let's celebrate!

135 YEARS OF LLOYD

For the past 135 years,  
LLOYD has been crafting  
shoes of supreme quality  
that meld tradition with  
modernity. We want to  
celebrate that with you!





**SPECIAL EDITION**

To commemorate our 135th anniversary in May, this white sneaker will be offered for a limited period of time. (EAN 23-450-01 for women, EAN 23-840-01 for men)

# The best future

MULTIPLE STEPS, NEW DIRECTIONS,  
MILESTONES

## 135 years of LLOYD

It's the attention to detail, to tradition and to good style that has enabled LLOYD to impress people with shoes of supreme quality for 135 years. First-class craftsmanship, select materials, an excellent fit and sophisticated designs have always come first at LLOYD.

It all began in the heart of Bremen. At Doventorsteinweg 43–45, an inconspicuous address that launched a long success story.

A story about people and hard work. About leather, soles and the pursuit of excellence. It's the LLOYD legacy.

### Naming

## 1905

On May 30, 1905, a simple seal certified that a new trademark had been registered in Germany – as entry number 81842. It was for LLOYD. The international-sounding name was inspired by Lloyd's Coffee House in London and remains unchanged to this day.

It was chosen because it was easy to remember, possessed a monosyllabic simplicity and conveyed a cosmopolitan character.



### The dream of the perfect shoe

## 1888



When H. F. Meyer, the son of a family of shoemakers, first made his way to Bremen, he reportedly had a single thaler coin in his pocket. But he was also bearing something else, something much more important: his vision of the perfect shoe. In 1888, he finally laid the foundations for realizing this dream – and for what was to become the LLOYD brand. He opened the H. F. Meyer shoe factory in the city.

### Trend-setting

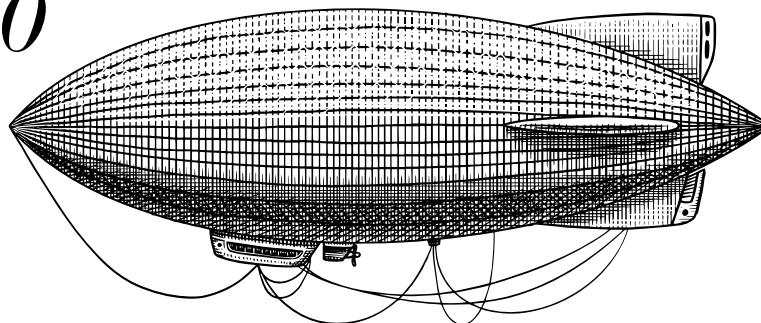
## 1910

During these years, gender equality was becoming increasingly important – not least in the realm of footwear. Women's shoes not only became more fashionable, but also more wearable. And LLOYD was among the pioneers. By developing an array of new models and fits, the company provided an unprecedented variety of fashions and improved comfort in women's shoes.



# builds on a past

## Reaching new heights 1930



## Export hits from Germany 1923

With a delivery of 23 pairs of shoes to the Netherlands, the company launched its international business operations. The goal: to expand exports by supplying the European market.

Preparations for the company's 50th anniversary were already underway inside the factory when the company received a historic visit outside. "A zeppelin had arrived in Bremen and, gleaming in the sky, was touring the area," recalled an employee. "Suddenly we saw that Miss Ihde was sitting on the edge of the roof with her legs dangling over the edge." When she saw her colleagues' horrified faces, Miss Ihde smiled and waved to them – securing herself a place in the LLOYD company annals.

## Making a mark 1925

**Marke Lloyd**  
1905–1925 Schriftzug



1925–1962



1962–1976



1976–1994



1994–2001



GERMANY

2001–2022

## Move to Sulingen 1942

In 1942, LLOYD took a major step: It relocated 25 miles south of Bremen to Sulingen – with lasting success. To this day, the company has remained loyal to the city as its home venue.

On 30 September 1925, the name LLOYD was incorporated into a figurative combination trademark, securing its identity for posterity. In 1927, the entire company was renamed LLOYD, and opened its first retail stores in Berlin, Hamburg, Hannover and Bremen.





**Truly  
outstanding!**

135 YEARS OF LLOYD



MULTIPLE STEPS, NEW DIRECTIONS,  
MILESTONES

# 135 years of LLOYD



**On show**  
**1949**

In Cologne, the first shoe exhibition after the 1948 introduction of the Deutschmark proved a great success. For LLOYD as well.

**Ingenious**  
**idea**  
**1955**

It was the era of Germany's so-called economic miracle - and of clever ideas: For years, the Allied soldiers' loose-fitting trousers had regularly got caught on the angular heels of their shoes, tripping them up. So the offending corner was simply removed. A simple but brilliant innovation that LLOYD has retained in its men's shoes to this day.

**Major**  
**milestones**  
**1968**

One year before Neil Armstrong took his first "small step" onto the Moon, LLOYD also put its best foot forward: The company introduced the red stripe on the heel which is now a hallmark for standout style and excellence in shoemaking. This made LLOYD one of the first manufacturers to display their trademark directly on their shoes. That same year, LLOYD became the official outfitter to the German Olympic Team for the first time. This defined the start of a successful partnership between LLOYD and Olympia, which has been revived many times since. The following year, LLOYD launched one of the first he-and-she ranges in the German shoe industry. The "twinned" shoes bore the names Romeo and Juliet.



MULTIPLE STEPS, NEW DIRECTIONS,  
MILESTONES

# 135 years of LLOYD

**On course  
for expansion**  
**1972**

The factory in Sulingen was significantly extended and, one year later, a production facility in Malta was opened.



**Winning  
quality**  
**1978**



In the late 1970s, LLOYD received a very special honour. In Italy, the industry's then most prestigious fashion prize was bestowed upon the German brand: the shoe Oscar. When awarding the Oscar accademico per creazioni di gran classe, the jury acknowledged the supreme quality of the brand's men's shoes. LLOYD would love to repeat this feat but, unfortunately, the accolade no longer exists today.

**Game, set  
and match**  
**1985**

Boris Becker won Wimbledon for the first time and tennis fever spread throughout Germany – prompting a veritable boom in sneaker sales. LLOYD began producing casual shoes for the first time, setting new standards with successful series such as the legendary “Rocky” range. This set the stage for LLOYD's sports segment, which has become a fixture within its product portfolio today.



**Resurgence**  
**1990**

Following re-unification, Germany was buoyed by optimism. LLOYD added a new 60,000 m<sup>2</sup> site to the existing company premises, creating the ideal groundwork for a new factory. In 1992, a master plan was drawn up that was intended to pave the way for the company's future. The first phase of construction was realized in 1996, and in 1998 the waiting was finally over. The new factory building was completed and a production line installed. Operations began.

**Anchor**  
**1998**

The company changed hands. LLOYD became a wholly owned subsidiary of Ara AG. The new parent company was headquartered in Langenfeld, just outside Düsseldorf.



## MULTIPLE STEPS, NEW DIRECTIONS, MILESTONES

# 135 years of LLOYD

### Innovative concepts 2000

The dawn of the new millennium – and a time for probing new horizons. In 2000, a long-standing customer opened the first LLOYD concept store in Melbourne, Australia. Back in Sulingen, events were also moving apace. With the "shoe factory of the future", LLOYD developed a concept in which modern technologies were integrated with new work organization models. Underpinned by key factors such as teamwork, training and personal responsibility, it became the brand's showpiece attraction at the World Exhibition (Expo 2000). Flexible working hours, equal pay for equal work, personal initiative and self-fulfilment all featured strongly in the vision of future-oriented operations at LLOYD. And, thanks to these, the newly commissioned factory boosted production by 25%.



### Fresh diversity 2001

In 2001, after a lull of almost three decades, LLOYD added a new women's shoe collection to its range. Three years later, the first LLOYD accessories collection was launched on the market.

### World of shoes 2008

By now, LLOYD was exporting its products to over 40 countries around the globe. In the premium business footwear segment, the brand became the market leader in many countries – having just opened another concept store on Budapest's Fashion Street. LLOYD's international concept stores underscore the company's aspiration to cement its status as the market leader.



### Investment Piece 2012

The company grew steadily and – in order to cope with its anticipated growth – invested €6.5 million in an automatic carton-packaging facility at its logistics hub in 2012. The 75-metre long, 25-metre wide and 17-metre high annex had a direct link to the existing logistics centre and provided storage space for some 500,000 pairs of shoes.



## Vision 2017

Now established as a global brand, LLOYD Shoes opened two innovative concept stores in Beijing in 2017. The Chinese venues featured payment processing by smartphone, on-demand delivery of purchased shoes to customers' homes – and a fully automated product storage system that was located behind a glass partition in the sales rooms and therefore in full view of the customers. The new concept proved that LLOYD is always one step ahead when it comes to technology.

## Positioning shift 2018

To mark the company's 130th anniversary, it celebrated its trademark's birthday with two exclusive special-edition models – women's and men's sneakers on which the iconic red stripe takes centre stage. In addition to its traditional place on the sole, it is also featured on the tongue of the shoes. The red stripe is more than a trademark. It symbolizes both innovation and tradition, and demonstrates LLOYD's ability to combine them.

## All new 2022

... but with a traditional touch. In autumn 2022, the top international label embraced a new brand strategy and identity. Inspired by the year the company was established, the brand 1888 became the beacon of the premium supplier, with the LLOYD brand itself forming its inclusive foundation. New logos were designed for both collections. The year of founding was added to the LLOYD logo – to signify the company's heritage and long-standing competence. In future, in addition to men's shoes, the 1888 collection will offer footwear fashions for women as well as accessories.



## Next steps 2023

Those who reinvent themselves without forgetting their roots can approach the future with confidence: For 135 years, LLOYD has stood for the highest standards in shoe production. Today, the company markets its products in more than 48 countries worldwide – presently at some 2,800 points of sale, including LLOYD concept stores in major cities such as Beijing, Copenhagen and Budapest. Complementing the women's and men's collections, the product portfolio extends from high-quality leather goods such as jackets, bags and belts through to an array of other accessories. And what's next? Another 135 years, of course – because the vision is still the same today as it was in 1888: to create the perfect shoe. With a perfection powered by quality, fit and design – the characteristics that has earned the shoes with the red stripes in their heels a unique standing the world over.

# The journey is the reward

135 YEARS: LLOYD





**STEAL DEAL**

Joining the white sneakers  
in our anniversary edition:  
classic calfskin lace-ups in black.  
(EAN 23-451-00 for women,  
EAN 23-841-00 for men)

# “We’re enjoying chic dressing again.”

What’s coming? What’s going? What’s staying? The trend experts at LLOYD have asked themselves these questions as well. Our Product Manager for men’s shoes, Björn Wischnewski, and Stefan List, our Product Manager for women’s shoes, reveal below why updated classics are currently so popular.

# W

## **Which three pairs of shoes should every style-conscious man have in his closet?**

*Björn Wischnewski:* Right now, at least one pair of zeitgeisty loafers, Chelsea boots and, obviously, white sneakers.

## **And which women’s shoes are must-haves at the moment?**

*Stefan List:* Loafers, a second pair of loafers and maybe even a third pair.

## **So the trend is harking back to the classics?**

*SL:* Yes, and it’s about time! After nearly a decade of casualising our work wardrobes, now everybody’s enjoying chic dressing again.

## **And that applies to men as well?**

*BW:* The trend toward modernised classics is more pronounced here than ever before. But as is always the case, the devil lies in the detail. Zeitgeisty classics need to bridge the gap to modern looks.

## **And what materials, styles and shapes are the flavour of the month?**

*BW:* Velvety suede on summery loafers, glossy brushed leather uppers on formal,

modernized styles, and sandals and slides for summer-minded men.

## **What about women? Which materials and shapes can we expect to see?**

*SL:* The materials will be very limited, basically only smooth leather and very little suede. On the other hand, this summer will be more of a celebration of colour. And: the carré shape has become firmly established across the product groups: in sandalettes, loafers, ballerinas, ankle boots ...

## **Are there any other trends, specifically for the summer season?**

*SL:* Footbed sandals à la Birkenstock continue to be at the fore: fresh takes that hide the footbed for a more elegant look are trending very strongly. And: Heels are back, especially for pumps and sandalettes.

## **What summer shoe**

## **trends can men look forward to?**

*BW:* Not least because of the recent warm summers, the range of shoes that work barefoot has further evolved – sandals, slides and loafers of all types.

## **Leather shoes without socks, and then sandals with socks, sneakers and suits, toe-ring sandals in the office ... at the moment, it seems like anything goes. Is that true?**

*BW:* Socks in sandals only if the socks are cool – barefoot in loafers only if it’s an

intelligently showcased look. And as long as tropical beaches can be remote workplaces, even toe-ring sandals are allowed.

*SL:* In summer I often walk around the office barefoot myself. I don’t attribute that to fashion trends, but rather to the influence of Gen Z. The Zoomers don’t simply



LADY’S MAN

Together with a team of designers, Stefan List is the Product Manager responsible for women’s shoes at LLOYD



break with fashion norms; they also break with established modes of working and no longer let anyone tell them what to do and how to do it. They just do what feels right.

**Sneakers have also migrated from sportswear to streetwear – and ultimately ended up in the office. What factors into the equation for the perfect everyday sneaker?**

*SL:* Design, material, wearing comfort – in that order.

*BW:* The perfect sneaker will enhance the well-being of its wearer, so it needs to be lightweight and flexible, with a comfortable inside story. For men, sneakers also have to work equally well with smart casual looks and suits – in other words, cut the same fine figure at business meetings and rooftop bars.

**Does LLOYD set specific criteria for a shoe's design?**

*BW:* Yes, for years now we have been adhering to our predefined design aesthetics. They are the basis of all our work. They ensure that LLOYD shoes have a distinctive, unmistakable look.

**What about women's shoes?**

*SL:* "Silhouette beats function" – if a shoe isn't attractive, its functionality and wearability are irrelevant. No one wants to have something hideous on their feet. Wearing comfort is a must and a standard, but it cannot have a detrimental impact on a shoe's look.

**Where does the LLOYD design team**



FOR THE MEN

As Product Manager for men's shoes, Björn Wischnewski heads the corresponding design team at LLOYD

**source its inspiration?**

*SL:* We derive our inspiration from all kinds of things: jewellery, interiors, beautiful shops. When it comes to cities, Antwerp is one of our favourites, because everything there possesses beauty: the houses, the food, the jewellery, the people... they seem to be

born with a sixth sense for aesthetics. And we try to mirror that in our shoes. But I can also highly recommend Copenhagen and Paris as inspirational places.

*BW:* In addition to travelling around Europe's cities in real life, we tap the diverse opportunities offered by online research and the social web.

Plus: Ffashion shows and portals, trade fairs – and beyond the realm of fashion, furniture, automotive design ...

**What should men consider when it comes to shoe styling?**

*BW:* Fashion should offer inspiration, and fashion should be fun; it should provide orientation, and help the wearer confidently present who he or she is. Fashion must not be dictated from outside, because personality is something that comes from within. Fashion should underscore an individual's personality. It can only work its magic if it underscores the unique aura of its wearer.

**Good style starts with the shoes – the fashion icon and shoe fanatic Carrie Bradshaw felt sure of that. Do you agree?**

*SL:* I don't know if good style really starts with the shoes, but I can say for certain that no one wears good shoes by accident! When it comes to clothes, maybe you can stop at Zara and get lucky. That hardly ever happens with shoes. Somebody who is wearing good, stylish shoes has not donned them by accident – but rather by choice.

”

**“Somebody who is wearing good, stylish shoes, has not donned them by accident – but rather by choice.”**

# HI SUMMER!

We're packing our suitcases and taking...

...comfy slides, sandals with a slim platform sole, airy sneakers and loafers in buttery soft suede.





**HIS**  
Tobacco-coloured  
suede slide with  
a practical Velcro  
closure.  
(EAN 13-403-22)



**HERS**  
Sandalette with  
leather straps  
and an ultralight  
platform sole.  
(EAN 13-514-02)

# Salut *l'été!*

Open-toed shoes obviously aren't just made for holidays.

Once temperatures begin rising again, you can treat your feet to them at home as well. But if you prefer keeping your toes enclosed, soft napped leather is just the thing.

**HIS**  
Nougat-coloured  
penny loafers  
in buttery soft  
suede.  
(EAN 13-143-24)



# Ciao *estate!*

In summer above all, your footwear needs to be light and breathable, and made of soft materials that won't cause friction. Then you can go barefoot in closed-toe shoes without a worry.





**HIS**  
Sand-hued suede  
low-tops with an  
intricate mesh  
medley.  
[EAN 13-063-01]

# Our stores



Excellent product quality is paramount to us. And that naturally entails offering you a unique shopping experience, and ensuring that our collections are showcased to perfection at our concept stores and factory outlets.

This spring, a new LLOYD concept store and a new LLOYD factory outlet will be opening their doors in Germany: in Greding, at Kraftbacher Strasse 10, and in Piding, at Lattenbergstrasse 5.

## CONCEPT STORES IN GERMANY

Aachen · Berlin · Berlin Airport  
 Bielefeld · Bonn · Bremen  
 Cologne · Dortmund · Düsseldorf  
 Düsseldorf Airport · Flensburg  
 Frankfurt Airport · Freiburg · Greding  
 Hamburg Airport · Hanover  
 Krefeld · Ludwigsburg · Mannheim  
 Munich · Munich Airport · Münster  
 Nuremberg · Oberhausen · Stuttgart  
 Sulzbach · Timmendorfer Strand  
 Westerland/Sylt

## CONCEPT STORES INTERNATIONAL

Baku · Copenhagen  
 Lima · Peking · Prague

Riga · Tallinn · Vilnius  
 Vienna · Xi An

## FACTORY OUTLETS IN GERMANY

Berlin · Ingolstadt  
 Kirchheim · Marl · Metzingen  
 Piding · Wertheim · Sulingen  
 Zweibrücken

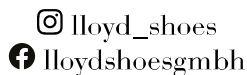
## FACTORY OUTLETS INTERNATIONAL

Parndorf · Vilnius

For more details on addresses and opening hours, please go to:  
[Lloyd.com/storefinder](http://Lloyd.com/storefinder)

## Our social media channels

You will find the latest news and information on LLOYD on our social media channels:



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The shoe styles pictured on the cover are detailed on page 36.







**LLOYD**

GERMANY 1888



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