

Press Release

LLOYD shoes – at close quarters

Shoe producer launches ShoeViewer app and shows selected models in 3D

Sulingen, June 2017. On time to roll out the new season, LLOYD is offering retailers and customers the chance to view models in 3D in the new editions of "the lloyd magazine", the stock catalogue and in published advertisements. With the new LLOYD ShoeViewer app the shoes can be viewed close up with each small detail becoming visible. The app can be obtained free of charge from the end of June in the Apple App Store and at Google Play.

"We are delighted to be able to show digital-age consumers our products in this way so that the shoes look deceptively real. The image resembles the shoes so much that you think you are holding them in your hands," Andreas Schaller, managing director of LLOYD describes the further development of product presentation with enthusiasm. "It is important for end customers to see each model for themselves with exact details in order to influence a possible buying decision positively. No questions remain unanswered, be this with regard to the nature of the shoe inside or which sole has been used," Schaller emphasises. "Specialist dealers also benefit from the new presentation as the stock catalogue offers a considerably more exact picture of the models than it did previously," Schaller continues optimistically.

After successfully downloading and opening the app on a smartphone or tablet, the pages in the magazine or catalogue marked by a special icon can be scanned. The shoes then appear as deceptively real 3D models in the LLOYD ShoeViewer. The app, that has been produced in collaboration with Scanblue Engineering AG and the agency Saint Elmo's Hamburg, gives users the option of displaying information about the shoes depicted as well as viewing the shoes themselves. "In future, we are planning on extending the app's functions with the objective of providing our dealers and customers with even better service. That's why a download pays off in every case," Andreas Schaller confirms.

Anyone interested can gain direct access to the desired app store using the link www.lloyd.com/shoeviewer.

About LLOYD:

LLOYD Shoes GmbH has been producing high-quality footwear for men and women since 1888, with great passion and fine craftsmanship. Founded in Bremen, Germany as H. F. Meyer Schuhfabrik, the premium brand shoe manufacturer has been located in Sulingen in Lower Saxony since 1942. For over 125 years, LLOYD has been perfecting the manufacture of exclusive quality shoes in terms of fit, design and workmanship. LLOYD shoes can be recognised by their trademark, the world famous red stripe.

The company employed 1,541 people on average in 2016, with 673 employees in Germany alone. It posted a consolidated turnover of around €132 m in fiscal year 2016.

In addition to women's and men's shoe collections, LLOYD also sells premium accessories and leather jackets. LLOYD products are currently exported to more than 60 countries and are available at around 4,000 points of sale. There are now 29 concept stores in Germany including locations in Hamburg, Berlin and Munich. Another 22 concept stores are located in cities across the world including Copenhagen and Budapest.

Press contact:

LLOYD Shoes GmbH

Katharina Holzhause

Hans-Hermann-Meyer-Straße 1
27232 Sulingen

Tel.: +49 4271 940 293

E-Mail: holzhause@lloyd.com