

Collection text

Sport meets business – LLOYD launches into the spring/summer season 2018 with exciting trends for the ladies

Sulingen, June 2017. Sneakers have been and still are an important element of footwear fashion. Not just because they can be fashionably and flexibly coordinated, but they can also hardly be beaten where comfort is concerned. To extend this idea, LLOYD presents models combining the sports character with a business shoe in the spring/summer collection. "The small gents' shoe" gleams in various surface structures and with eye-catching details. Apart from this, innovative sneaker models play a significant role. Season-independent styles like light Chelsea, ankle or desert boots are just as much a part of the collection as stylish courts, classic ballerinas and summer must-haves like mules or sandals.

Athleisure: sports on the move in everyday business

The casual business trend has long since established itself in the fashion world. The office outfit takes on a more relaxed look with flats like ballerinas, lace-ups, loafers and sneakers and is also marked by comfort without discarding the fashionable aspect. New sole developments and profiles set highlights in form and design. Comfort is the new luxury – perfect fit, coupled with comfortable finishing like cushioning for the ball of the foot, soft-impact inner soles and lightweight microcellular outsoles all blend with a passion for design.

Fresh colours team up with unusual surfaces

Style and material mix set the tone for the spring/summer collection. From various types of leather finishing and surface structures like snake prints through to white hand-dyed crust leather: the new collection not only optically promises fashion expertise, but also craftsmanship. The colour spectrum is widely faceted: gleaming satin-like shades in powdery rosé, beige, milky white, subtle lion-prints, metallic shining surfaces, delicate gold and rosé tones and robust gunmetal. Added to these are pastel grey, denim, earthy shades like cognac and taupe, trendy saffron, red, green nuances, animal prints, metallic hues and of course classic black.

Exciting aspects are set by playful details inspired by the 60s and 70s like beads, bows, fringes and velour themes. LLOYD thus presents itself as the perfect partner for spring and summer 2018.

Even though the latest LLOYD collection for ladies is so varied, all models do have something in common: high-class design, masterful finishing and the unmistakable red stripe in the heel. This combination of design, quality and comfort allows every woman to relax and be herself, to feel fashionable and inspired.