

LLOYD gents' collection S/S 2018

From casual to business – the shoe manufacturer LLOYD is launching the S/S season 2018 with exciting trends

Setting trends with the casual look

Comfortable, casual, trend-conscious and functional: these are the demands on the new gents' collection S/S 2018. With this, the traditional LLOYD label follows the *Athleisure* trend and relies here mainly on the new shapes and colours as well as a variety of materials. In the X-Motion series, innovative new ideas await the shoe enthusiast. At the same time, daily business cannot be imagined without the casual look; informal materials and colour combinations are consequently an absolute must. Apart from the sporty aspect, the Smart Business series forms part of the collection, a major eye-catcher in spring 2018.

Innovation meets comfort

The already well-established LLOYD X-Motion is being further developed thanks to continual innovation. Newly developed sole shaft technologies, lightness, flexibility and optimum comfort are guaranteed in both the sports and casual lines. Multifaceted types of leather in combination with unusual embossing and hand-finished patent grades lend the X-Motion series that certain something. The sports casuals form an absolute highlight in the 2018 spring/summer collection with a 3-component undersole, a Strobel construction intended to ensure flexibility and a removable high-tech insole.

What's important is the mix

The high-class Smart Business series impresses with clear, purist cuts, masculine last shapes and expressive leathers. Features of this line are various new developments for soles plus particularly good wearing comfort during everyday business. The hand-crafting skill makes each shoe high-class and gives it an unmistakable appearance.

Attention is drawn by short desert boots and thrilling Chelsea boots. These versatile all-rounders come in a wealth of last shapes and style-conscious material combinations. Colour-accentuated inserts, unusual lining materials and the artistic use of airbrush techniques during finishing give these shoes a summery look.

The trends for the new collection in 2018 are clearly defined with fresh colours and innovative shapes. The summery colour spectrum unleashes a wide variety of options for combinations. From pastels and nude shades, wood and mud colours through to the classic hues of blue, LLOYD promises to be the style-confident partner for spring and summer 2018.

About LLOYD

LLOYD Shoes GmbH has been producing top-class ladies' and men's shoes with a great passion combined with skilled craftsmanship since 1888. Founded in Bremen as H. F. Meyer Schuhfabrik, the premium-brand shoemaker has been domiciled in Sulingen in Lower Saxony, Germany, since 1942. For more than 125 years, LLOYD has been perfecting the production of exclusive quality shoes with regard to fit, design and finishing. LLOYD shoes are unmistakable with their brand signature, the world-famous red stripe.

The company employed an average workforce of 1,541 in 2016, of which 673 are resident in Germany. In the 2016 financial year, the enterprise recorded a consolidated turnover of around €132 million.

In addition to ladies' and gents' footwear collections, LLOYD also markets high-class accessoires and leather jackets. LLOYD products are currently exported to more than 60 countries and are available at around 3,700 points of sale. In Germany there are currently 29 Concept Stores, among others in Hamburg, Berlin and Munich. Around 20 other Concept Stores exist worldwide, for example, in Copenhagen and Budapest.

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