

LLOYD Shoes presents innovative store concept in China

Sulingen, August 2017. The Sulingen shoe manufacturer opens two new LLOYD Concept Stores in Beijing under the aegis of the partner LLOYD China LTD.

With the restart in China carried out this year, LLOYD wants to build on past achievements and pursue an ambitious growth scenario in the coming years.

The special feature in the two stores is the automatic storage system, adapted from technology by the Sulingen shoe manufacturer, which added an automated outer box warehouse to its logistics a few years ago.

The store's fully automated storage system is located behind a glass wall within the sales rooms and is thereby visible to the customers. With expert advice from a sales staff member, the customer looks for his model of choice, which is then called up in the storage area by means of a tablet. After that, it is automatically issued from the storage area to the staff member or directly to the customer. In so doing, sales team and technology interact optimally with each other, without the consultation being interrupted by the walk to the storage area. In addition, the customer is witness to a new, unique shopping experience.

The modern service concept continues until the purchase is complete: the customer has the option of paying via "WeChat" with his or her own smartphone and of having the goods delivered directly to his or her home, if so desired. LLOYD is learning important lessons in China with mobile payment handling, which is certain to play a decisive role in Europe in future, too.

"The new store concept is innovative, even for China, and shows that LLOYD thinks one step ahead also in technical terms. This inspires the shopping mall managers and the customers alike," says Andreas Schaller with a smile. "There's a video on the LLOYD YouTube channel under <https://www.youtube.com/watch?v=MDm62-bLg5A> that illustrates the automated warehouse's functionality well," the company's managing director adds.

The shoe manufacturer is planning another store opening under the same principle this year as well as a mobile pop-up store for malls, airports and train stations for the year 2018.



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.

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