

## **Press Release**

### **LLOYD presents Bar Refaeli as a testimonial**

**Sulingen, January 2019.** From February, the footwear manufacturer will be showing the Israeli top model in an advertising drive for ladies' shoes. To launch the season, Bar Refaeli will be appearing on POS materials at specialist retail stores and in LLOYD's own stores plus on the cover of the customer magazine. In addition, posts on social media channels with Bar Refaeli and her favourite LLOYD models will follow.

The popular mother of two also contributed to designing three shoe models for the autumn/winter season currently in the shops. She teamed up with project management to add her own personal touch to the shoes.

LLOYD is definitely able to benefit from the top model's 2.7 million followers on Instagram: awareness for the brand and the ladies' shoes are in this way both truly boosted .

“In Bar Refaeli, we are delighted to have attracted a model for the label who is authentic and credible to stand for the LLOYD brand's attributes,” confirmed Managing Director, Andreas Schaller, who is responsible for the divisions of sales, marketing and retail.

## **Company portrait**

### **LLOYD Shoes GmbH**

The company

Since 1888, LLOYD Shoes GmbH has stood for highest quality in shoe production. The great care to detail, the constant striving to develop further as well as the implementation of latest innovations in retailing together serve to position the traditional company LLOYD as a trailblazer when it comes to identifying and fulfilling current customer requirements. Founded by H. F. Meyer in Bremen, LLOYD expanded worldwide, is meanwhile internationally established through the LLOYD Concept Stores and thus personally available to customers in various regions. By incorporating the latest developments in digital technology, LLOYD additionally relies on interactive brand exposure at the POS.

LLOYD currently sells its products, which are available in more than 52 countries, at approximately 3,500 points of sale. Internationally, consumers find LLOYD Concept Stores in cities like Peking, Copenhagen or Budapest. Suitable for men's and women's collections, the product portfolio covers high-quality leather goods such as jackets, bags or belts along with many other accessories.

LLOYD Shoes GmbH employed an average of 1,595 employees in 2017, 661 of them alone in Germany. In the financial year 2017, the company recorded a consolidated revenue of approximately 131 million euros.

### **Press contact:**

#### **LLOYD Shoes GmbH**

Katharina Holzhaue  
Hans-Hermann-Meyer-Straße 1  
D-27232 Sulingen

Tel.: +49 4271 940 293

E-mail: [holzhaue@lloyd.com](mailto:holzhaue@lloyd.com)