

Press Release

LLOYD boosts address of B2C target group in Denmark

Sulingen, June 2022. LLOYD has increased its direct approach of the B2C target group for a while now. The strategic goal is to further strengthen the LLOYD brand and to highlight its premium character. The company clearly underlines how pushing this will contribute to also developing the brand among customers in retail and consolidating itself as a reliable partner.

This policy is similarly pursued and implemented consistently abroad. Having taken over the eight concept stores developed and operated by a partner in the Baltic region and a concept store in Vienna taken over in 2021, also operated by a partner, another follows. The Copenhagen concept store, successfully operated by the partner ATC-Footwear for many years, has been integrated in the LLOYD group, as has the LLOYD online shop, also managed by the same partner. With these acquisitions, the LLOYD subsidiaries now number 14 with 35 of their own concept stores.

“We are delighted now the Danish B2C activities have been taken over and thank our long-standing partner ATC, particularly Christian Dawe, for their excellent cooperation over recent years,” as LLOYD Managing Director Andreas Schaller commented on the new acquisition. “Scandinavia has always been a very important market for us, and especially the Danish market; we are now able to build up on a very good development,” Schaller continues.

With the takeover, the entire team was included, a fact LLOYD sees as very positive. “All of our new staff are highly motivated and wish to achieve far more,” is how Schaller acknowledges the personnel situation, which the company considers a good basis for an encouraging development.

About LLOYD

LLOYD Shoes GmbH

The company

LLOYD Shoes GmbH has been a synonym for top-class quality in shoe manufacture since 1888. A love of detail, the constant aspiration to drive development further and the mission to transfer the latest innovations to the retail trade position this traditional company, LLOYD, as a pioneer in identifying and fulfilling current customer requirements. Founded by H. F. Meyer in Bremen, Germany, LLOYD has expanded to become a worldwide player and is now internationally established with its LLOYD Concept Stores, offering personal contact for customers in various regions. With the integration of state-of-the-art digital technology, LLOYD is also able to establish direct interactive brand contact at the POS.

LLOYD markets its products, which are available around the world in more than 48 countries, at currently approximately 2,800 points of sale. Consumers will find LLOYD Concept Stores all over the world in cities like Peking, Copenhagen and Lima. The ladies' and gents' collections are enhanced by a matching product portfolio of exclusive leather goods like jackets, bags and belts plus lots of other accessoires.

LLOYD Shoes GmbH employs a workforce of 1,501, 408 of these in Germany. In the 2020 financial year the company recorded a consolidated turnover of around €83 million.

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