

Press Release

LLOYD with new brand strategy and new brand identity

Sulingen, 22 June 2022. In the 2022 autumn/winter season, the international premium brand LLOYD will be presenting a new brand strategy and a new brand identity.

The coming brand strategy covers two levels and is inspired by the company's founding year: the 1888 brand is predestined to become the premium shoe specialist's exclusive beacon. The LLOYD brand itself lays the foundation for the basic overall positioning.

The newly designed logos for the two collections roll out this autumn. The distinguishing addition to the LLOYD logo conveys the founding year that concisely stands for the footwear enterprise's long tradition and expertise. From the 2023 autumn/winter season onwards, the 1888 collection will not only comprise gents' models but also styles for ladies and accessoires.

Additionally, a new brand identity derived from the strategy was created to build on the brand strategy with the goal of visualising LLOYD's discerning identity and to consolidate the image of the premium label internationally.

The brand identity focuses on an up-to-date campaign incorporating videos and motifs rolling out from August 2022 and transporting the communication for and staging of the brand. Star photographer Byron Mollinedo set the scene for models Tess Hellfeuer and Julian Schneyder in a Berlin studio to reflect the LLOYD's positioning and generate a fresh visual code.

“We will more fully exploit the potential of the LLOYD brand with our new strategy and our new identity – and at the same time fill it with fresh energy,” Andreas Schaller, the management spokesman, describes the campaign. “We are starting to revamp the brand identity in July and are due to conclude it by the end of 2023.”

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 48 countries, at approximately 2,800 points of sale. Internationally, consumers find LLOYD Concept Stores in cities like Peking, Copenhagen or Lima. 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 employs a workforce of 1,501, 408 of them in Germany. In the financial year 2020, the company recorded a consolidated revenue of approximately 83 million euros.

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