



LLOYD

own the moments

At LLOYD, every step tells a story. With passion for detail, premium quality and refined design, Our craftsmanship moves people – in every sense.

Together, we own the moments that matter.

Become part of the journey now.



Well-Known Brand
with Long Heritage



Products with Good
Design, Function and
Quality



Strong Marketing
Activities to Create Brand
and Product Awareness



Trade Terms with Focus
on Margins for Retail
Partners



Focus on Becoming
a Complete Lifestyle
Brand, Backed by Arklyz

135+ years of trusted craftsmanship and brand equity.

Timeless and contemporary styles for modern consumers.

Ongoing marketing campaigns and content creation to create brand visibility.

Strong retail margins and sell-through programs.

Expanding into lifestyle categories for men and women.

Recognized internationally for premium footwear.

High-quality materials, comfort-focused

construction & function with proven durability.

Sponsorship of top cultural events (e.g. Deutscher Filmball, Bambi Awards).

Extensive NOS program with decades of success.

International growth strategy driven by Arklyz.

Built-in customer trust and repeat business.

Clean product segmentation for retail partners.

Shop-in-shop activations with Printemps, KaDeWe, Breuninger.

In-store & online marketing support programs for wholesale/retail partners.

Long-term partnership mindset with dedicated retail support.

The best future builds on a past.

137 years of LLOYD

It's the attention to detail, to tradition and to good style that has enabled LLOYD to impress people with shoes of supreme quality for 137 years. First-class craftsmanship, select materials, an excellent fit and sophisticated designs have always come first at LLOYD. It all began in the heart of Bremen. At Doventorsteinweg 43–45, an inconspicuous address that launched a long success story. A story about people and hard work. About leather, soles and the pursuit of excellence. It's the LLOYD legacy.

Naming

1905

On May 30, 1905, a simple seal certified that a new trademark had been registered in Germany – as entry number 81842. It was for LLOYD. The international-sounding name was inspired by Lloyd's Coffee House in London and remains unchanged to this day. It was chosen because it was easy to remember, possessed a monosyllabic simplicity and conveyed a cosmopolitan character.



The dream of the perfect shoe



When H. F. Meyer, the son of a family of shoemakers, first made his way to Bremen, he reportedly had a single thaler coin in his pocket. But he was also bearing something else, something much more important: his vision of the perfect shoe. In 1888, he finally laid the foundations for realizing this dream – and for what was to become the LLOYD brand. He opened the H. F. Meyer shoe factory in the city.

Trend-setting

1910

During these years, gender equality was becoming increasingly important – not least in the realm of footwear. Women's shoes not only became more fashionable, but also more wearable. And LLOYD was among the pioneers. By developing an array of new models and fits, the company provided an unprecedented variety of fashions and improved comfort in women's shoes.

Export hits from Germany

1923

With a delivery of 23 pairs of shoes to the Netherlands, the company launched its international business operations. The goal: to expand exports by supplying the European market.

Reaching new heights

1930

Preparations for the company's 50th anniversary were already underway inside the factory when the company received a historic visit outside. "A zeppelin had arrived in Bremen and, gleaming in the sky, was touring the area," recalled an employee. "Suddenly we saw that Miss Ihde was sitting on the edge of the roof with her legs dangling over the edge." When she saw her colleagues' horrified faces, Miss Ihde smiled and waved to them – securing herself a place in the LLOYD company annals.

Making a mark

1925

Marke Lloyd
1905–1925 Schriftzug

LLOYD
1962–1976

LLOYD
SHOES FOR MEN!
1994–2001

LLOYD
Die Schuh-Macher
1976–1994

Lloyd
1925–1962

LLOYD
GERMANY
2001–2022

On 30 September 1925, the name LLOYD was incorporated into a figurative combination trademark, securing its identity for posterity. In 1927, the entire company was renamed LLOYD, and opened its first retail stores in Berlin, Hamburg, Hannover and Bremen.

Move to Sulingen

1942

In 1942, LLOYD took a major step: It relocated 25 miles south of Bremen to Sulingen – with lasting success. To this day, the company has remained loyal to the city as its home venue.



On show 1949

In Cologne, the first shoe exhibition after the 1948 introduction of the Deutschmark proved a great success. For LLOYD as well.

Ingenious idea 1955

It was the era of Germany's so-called economic miracle – and of clever ideas: For years, the Allied soldiers' loose-fitting trousers had regularly got caught on the angular heels of their shoes, tripping them up. So the offending corner was simply removed. A simple but brilliant innovation that LLOYD has retained in its men's shoes to this day.

Major milestones 1968

One year before Neil Armstrong took his first "small step" onto the Moon, LLOYD also put its best foot forward: The company introduced the red stripe on the heel which is now a hallmark for standout style and excellence in shoemaking. This made LLOYD one of the first manufacturers to display their trademark directly on their shoes. That same year, LLOYD became the official outfitter to the German Olympic Team for the first time. This defined the start of a successful partnership between LLOYD and Olympia, which has been revived many times since. The following year, LLOYD launched one of the first he- and-she ranges in the German shoe industry. The "twinned" shoes bore the names Romeo and Juliet.

On course for expansion 1972

The factory in Sulingen was significantly extended and, one year later, a production facility in Malta was opened.

Winning quality 1978



In the late 1970s, LLOYD received a very special honour. In Italy, the industry's then most prestigious fashion prize was bestowed upon the German brand: the shoe Oscar. When awarding the Oscar accademico per creazioni di gran classe, the jury acknowledged the supreme quality of the brand's men's shoes. LLOYD would love to repeat this feat but, unfortunately, the accolade no longer exists today.

Game, set and match 1985

Boris Becker won Wimbledon for the first time and tennis fever spread throughout Germany – prompting a veritable boom in sneaker sales. LLOYD began producing casual shoes for the first time, setting new standards with successful series such as the legendary "Rocky" range. This set the stage for LLOYD's sports segment, which has become a fixture within its product portfolio today.



Resurgence 1990

Following re-unification, Germany was buoyed by optimism. LLOYD added a new 60,000 m² site to the existing company premises, creating the ideal groundwork for a new factory. In 1992, a master plan was drawn up that was intended to pave the way for the company's future. The first phase of construction was realized in 1996, and in 1998 the waiting was finally over. The new factory building was completed and a production line installed. Operations began.

Anchor 1998

The company changed hands. LLOYD became a wholly owned subsidiary of Ara AG. The new parent company was headquartered in Langenfeld, just outside Düsseldorf.



Investment Piece 2012

The company grew steadily and – in order to cope with its anticipated growth – invested €6.5 million in an automatic carton-packaging facility at its logistics hub in 2012. The 75-metre long, 25-metre wide and 17-metre high annex had a direct link to the existing logistics centre and provided storage space for some 500,000 pairs of shoes.



Vision 2017

Now established as a global brand, LLOYD Shoes opened two innovative concept stores in Beijing in 2017. The Chinese venues featured payment processing by smartphone, on-demand delivery of purchased shoes to customers' homes – and a fully automated product storage system that was located behind a glass partition in the sales rooms and therefore in full view of the customers. The new concept proved that LLOYD is always one step ahead when it comes to technology.

Positioning shift 2018

To mark the company's 130th anniversary, it celebrated its trademark's birthday with two exclusive special-edition models – women's and men's sneakers on which the iconic red stripe takes centre stage. In addition to its traditional place on the sole, it is also featured on the tongue of the shoes. The red stripe is more than a trademark. It symbolizes both innovation and tradition, and demonstrates LLOYD's ability to combine them.

All new 2022

... but with a traditional touch. In autumn 2022, the top international label embraced a new brand strategy and identity. Inspired by the year the company was established, the brand 1888 became the beacon of the premium supplier, with the LLOYD brand itself forming its inclusive foundation. New logos were designed for both collections. The year of founding was added to the LLOYD logo – to signify the company's heritage and long-standing competence. In future, in addition to men's shoes, the 1888 collection will offer footwear fashions for women as well as accessories.



Next steps 2023

Those who reinvent themselves without forgetting their roots can approach the future with confidence: For 135 years, LLOYD has stood for the highest standards in shoe production. Today, the company markets its products in more than 48 countries worldwide – presently at some 2,800 points of sale, including LLOYD concept stores in major cities such as Beijing, Copenhagen and Budapest. Complementing the women's and men's collections, the product portfolio extends from high-quality leather goods such as jackets, bags and belts through to an array of other accessories. And what's next? Another 135 years, of course – because the vision is still the same today as it was in 1888: to create the perfect shoe. With a perfection powered by quality, fit and design – the characteristics that has earned the shoes with the red stripes in their heels a unique standing the world over.

Rebranding LLOYD

2025

Shoes GmbH has been sold by Ara AG to Arklyz AG, a growing Swiss powerhouse in the sports and lifestyle sectors. Arklyz will provide strategic support and resources to further strengthen and grow LLOYD's wholesale, omnichannel and international business.



LLOYD becomes part of the Arklyz Group

2024

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Joy, confidence and style



Who we are

A brand that inspires
confidence, joy, and style.
We empower people to
own their moments and
live a life in motion.

What we do

We create versatile
products that seamlessly
blend style and comfort,
making every moment,
feel meaningful.



What we stand for

We fuel positivity
through collaboration,
innovation, and human
connection – bringing
joy to every life's journey.

for a life in motion

Assurance, character and vision from the ground up.

With LLOYD ...

you walk with confidence,
whatever the day has in store.

you balance style with
substance in every look.

you pursue your goals
with poise and purpose.



The people we serve

EMERGING STYLE SEEKERS

Jana (29)

A young professional with an eye for what's hot and what's not. Moving away from of-the-moment youth fashion towards building a capsule wardrobe featuring quality casual pieces. Buys on a budget, is aware of trends, and has their future in mind.

EVOLVED STYLE SEEKERS

Toni (34)

Settled in their identity and their career, as reflected in a confident style with a timeless appeal and a modern edge. The wardrobe is all about quality pieces that will continue to tell their story for years to come, whether in a professional or informal setting.

STYLE SAFEGUARDS

Linda (37) & Daniel (41)

Understated is the name of their game, with a classic, attractive wardrobe that doesn't chase trends. Prioritizes pieces that are equally at home in the office and on the go. Whether shopping in store or online, convenience, value and versatility come first.

PRACTICAL ESSENTIALISTS

Isabell (55) & Mark (58)

A clear understanding of which pieces work for them, with a signature style that seamlessly blends comfort, quality and durability. Their wardrobe radiates charm and confidence. Convenience is king, making online purchases and outlets second nature.

"I buy LLOYD because
their shoes give me
the confidence to look
professional and stylish
without any hassle."





Where premium design meets functional performance

Our Footwear Collection Architecture



Classic

Timeless LLOYD collection with a seasonless appeal



Fashion

Matching belts, socks, bags, and leather goods



Sport

Limited seasonal drops for fashion-aware customers



Sport Performance

Rise to the challenge with our premium sneakers, designed for highly active moments.





The perfect fit with room to grow

Wholesale



- > Biannual orders and reorders
- > Access to full B2B digital platform
- > Custom launch support and event visuals

Franchise & Shop-in-shop



- > Branded retail environment packages
- > Store concept design assistance
- > Campaign rollouts and seasonal window kits
- > Regional marketing integration

Distribution



- > Territory-specific Strategy
- > Shared planning and visibility
- > Access to PR and local customization
- > Exclusivity packages (on request)

A convincing story told at the perfect moment

Fluent in the language of design

From modular shop-in-shop setups to full franchise stores, we help you design scalable retail spaces that look, feel and flow like LLOYD. Flexible furniture, signature details and smart layouts bring the brand to life, no matter the store format.

Visual merchandising that motivates

We help your team master the art of VM with seasonal playbooks, signage kits, targeted training and guidance on storytelling to turn product displays into sales magnets.

Every step accounted for

We map the full customer journey and curate spaces to maximize impact – from first glance to final purchase. Zoning, wayfinding and sensory cues: all attract customer attention and elevate the buying experience.

Relationships that last

Our plug-and-play CRM content is designed to boost customer retention. Take advantage of newsletters, templates, product alerts, loyalty logic frameworks and campaign calendars. Simply integrate into your existing tools and get started.





OUR IN-HOUSE EXPERTISE

Creative hearts and business minds

Think global, activate local

A strong global brand needs local love to attract a loyal customer base. We support partners with flexible campaign kits, custom co-branded visuals, influencer & PR tools and event support. Everything is tailored to your market, budget and store format.

Train to inspire, inspire to sell

We turn sales teams into brand believers. From e-learning to seasonal collection briefing, we equip your experts with the stories, styling techniques and product knowledge they need to sell with confidence. Online or in person, English or German.

A toolkit to turn traffic into customers

We furnish you with in-store essentials, digital assets and staff training to build your presence and attract the right attention. Craft a rewarding customer journey with flow concepts, templates and modules, and launch local campaigns based on region-ready materials and support.

Our Support

Connect with your Audience.

We offer more than just materials – we deliver storytelling, presence, and momentum. Our dedicated team works with you to craft campaigns that reflect your identity and resonate with your audience.

What you can expect:

Elegantly curated campaign assets for online and offline use
Visually compelling point-of-sale materials that embody your brand
Dynamic content tailored to your market and message
Strategic social media support that builds engagement and trust
Exclusive launch concepts and event collaboration
Insights and data to measure what truly matters
Special materials tailored for black week and Key Sales events.



Let's own the moments – together

Quality products, unique designs, holistic brand materials, international momentum, reliable logistics chains: we have it. And now we want you.

Become a LLOYD partner and we'll work with you to grow your business, build a loyal clientele and expand your profit margins.

This is your chance to own the moments – those that stay with us, take us on new journeys and define our future.

Connect with us:

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