



LLOYD STRENGTHENS BRAND PRESENCE WITH THE "LLOYD WIESN 2025" IN MUNICH KICK-OFF OF A SERIES OF LIFESTYLE EVENTS TO ENHANCE THE BRAND'S EMOTIONAL APPEAL

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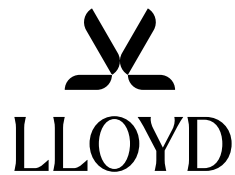
With the fourth edition of the "LLOYD Wiesn", lifestyle brand LLOYD showcased its new brand identity under the claim "own the moments". The event at the "Käfer Wiesn-Schänke" provided a stage to highlight the brand's values and premium positioning in an authentic cultural setting.

At the center was the shoe as a defining style element of the modern Oktoberfest look. LLOYD presented the full spectrum of its expertise: elegant pumps, modern boots, ballerinas, and loafers. This diversity demonstrated how tradition and contemporary fashion relevance can be harmonized to engage different target groups.

The "LLOYD Wiesn 2025" also sent a clear signal to the retail trade: LLOYD supports its partners by strengthening brand visibility, enhancing emotional appeal, and showcasing products in culturally relevant environments. This not only reinforces consumer loyalty but also provides sustainable support for specialist retail.

The presence of selected personalities from media, sports, and content creation further extended the event's reach. In this way, LLOYD combines product presentation, brand experience, and event strategy into a holistic approach that credibly conveys the claim "own the moments".

The "LLOYD Wiesn 2025" marks the launch of a series of lifestyle events to follow in the coming months. The objective is to further increase brand visibility, build stronger emotional connections, and reinforce LLOYD's premium positioning in the footwear market for the long term.



ABOUT LLOYD

Since 1888, LLOYD has shaped the premium footwear market in German-speaking markets, Scandinavian countries, and the Baltics with 137 years of quality, craftsmanship, and style. The brand employs over 1,400 people worldwide, around 450 in Germany. Today, LLOYD distributes its collections in over 56 countries at around 3,250 points of sale – including 44 concept stores in international cities such as Copenhagen, Lima, and Beijing – and online at LLOYD.COM. Since spring 2024, LLOYD has been part of Arklyz Group AG – founded in 2018 by Param Singh, owner & CEO. Based in Stans, Switzerland, Arklyz is one of the fastest-growing players in the global sport and lifestyle sector.

From Fall/Winter 2025, LLOYD will present a new brand appearance: new logo, new claim "own the moments", and a clear vision – to evolve into an international lifestyle brand, offering not only footwear but also apparel and accessories.

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