



**LLOYD CELEBRATES ITS BRAND APPEARANCE AT THE GERMAN ACTING AWARD 2025 IN
BERLIN
CULTURAL PARTNERSHIP AS AN EXPRESSION OF QUALITY, CHARACTER, AND STYLE**

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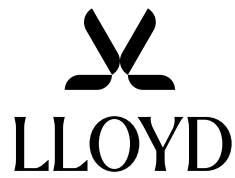
With great pleasure, lifestyle brand LLOYD supported the German Acting Award 2025 – an award honoring artists who touch, move, and inspire people through their craft.

For LLOYD, this partnership is far more than a sponsorship. It represents a clear commitment to quality, character, and style – values that are deeply rooted both in the art of acting and in the DNA of the brand itself.

At the heart of the presentation was the shoe as a symbol of confidence and self-expression. Whether on stage or in everyday life, a strong performance starts with the right footwear. Through a curated selection of designs, LLOYD showcased the combination of masterful craftsmanship and modern elegance that defines its new brand identity.

The German Acting Award provided the ideal stage to position the brand within a cultural setting and to underline the emotional resonance of LLOYD's new appearance. At the same time, LLOYD emphasized excellence, creativity, and expressiveness – values shared with the German acting community.

The collaboration with the German Acting Award marks the beginning of a series of cultural brand experiences, through which LLOYD will continue to build its emotional presence. The goal is to further strengthen the brand's identity through inspiring encounters and to further establish LLOYD's premium positioning within the lifestyle segment.



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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