



## **LLOYD LAUNCHES LUFTHANSA BRAND LICENCE COLLECTION**

**Sulingen/Germany, March 27, 2024.** LLOYD is launching a Lufthansa brand licence collection. As a first for the spring/summer 2024 season, the premium brand is presenting a new range of exceptionally comfortable travelling shoes under licence from Europe's leading airline. Further collections will follow.

The exclusive line offers travellers elegant and sporty shoes that are particularly comfortable on long-haul flights. In total, the range comprises 14 models, including five women's and nine men's styles, which will be available from March 28, 2024 at international shoe retailers, LLOYD concept stores and the LLOYD e-shop. A purpose-designed rucksack and a travel bag round off the collection.

The launch of the LLOYD X Lufthansa collection is backed by a comprehensive external communications campaign as well as in-store and digital promotion of the premium brand. Entitled "THE SKY IS THE LIMIT", the campaign features a digital media drive on social media platforms and a wide range of advertising materials for bricks-and-mortar retailers.

### **Andreas Schaller, spokesman for the management of LLOYD Shoes GmbH:**

„Working with Europe's leading airline is a particular highlight for us. With innovative technologies and meticulous workmanship, we have jointly developed shoes that are particularly breathable, comfortable, and lightweight and do not contain any metal parts to avoid problems during security checks – which makes them perfect for travelling on intercontinental flights.“



## **About LLOYD**

Established in 1888, LLOYD is the market leader in the premium segment, both in the German-speaking countries and in the Scandinavian markets. LLOYD has been synonymous with the highest quality in shoe production for 136 years. Through its omni-channel strategy, the company sells its collections at around 2,800 points of sale worldwide, currently in 48 countries. Aside from its LLOYD.COM international online store, the company operates 35 concept stores in key German cities as well as in major international cities such as Copenhagen, Lima, Vienna and Beijing. Matching the shoe collections for men and women, a range of high-quality leather goods such as jackets, bags and belts completes the LLOYD portfolio. LLOYD Shoes GmbH, which has a workforce of over 1,500 employees, including almost 500 staff members in Germany alone, will be acquired by the Swiss Arklyz Group AG in the first half of 2024.

## **About ARKLYZ**

Arklyz was established in 2018 by Param Singh, owner and CEO of Arklyz Group AG. Based in Stans, Switzerland, Arklyz Group AG is a fast-growing and dynamic investment company specialising in sports, lifestyle and workwear. The company's business model is based on vertical integration of the global value chain with a particular focus on the areas of brand management, sales, retail, e-commerce and production. In addition to owning The Athlete's Foot, Asphaltgold and Intersocks, Arklyz also holds various global licences and distribution licences for brands such as Salomon, HEAD, Crocs, Nordica, Adidas and Hey Dude.

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