



LLOYD SETS CULTURAL ACCENTS AT TRIBUTE TO BAMBI AND BAMBI 2025 A BRAND APPEARANCE DEFINED BY EMOTIONAL IMPACT AND CLEAR VALUES

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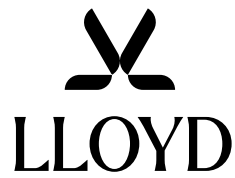
This year, the lifestyle brand LLOYD was present at TRIBUTE TO BAMBI and the BAMBI Awards – two major events honouring individuals who inspire with courage, creativity, and social responsibility.

For LLOYD, this engagement represents far more than a partnership. It is a deliberate statement of values such as quality, character, and style – values that shape both the brand itself and the cultural significance of these events. Both occasions highlight the importance of supporting platforms that connect people, open new perspectives, and bring meaningful stories to the forefront.

TRIBUTE TO BAMBI offered space for moving encounters and quiet moments of humanity. Two days later, the BAMBI Awards celebrated exceptional achievements and emotional highlights on stage. For LLOYD, these moments reflected the power of cultural relevance – and the responsibility to actively contribute to it. From October 1 to November 23, 2025, LLOYD will donate 20 % of the sales revenues from selected shoe models to the TRIBUTE TO BAMBI Foundation.

With its presence at TRIBUTE TO BAMBI and BAMBI, LLOYD is taking the next step in expanding its cultural brand profile. The goal is to further strengthen the emotional radiance of the new brand identity and to firmly anchor the claim “own the moments” – consciously shaping meaningful moments.

This partnership reinforces the brand’s premium positioning and underscores its ambition to be part of the cultural moments that move people and create lasting memories.



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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