

LLOYD

LLOYD &
LUFTHANSA

LIGHT, COMFORTABLE,
STYLISH: TRAVEL SHOES
THAT MAKE FLYING
EVEN MORE BEAUTIFUL

STYLISH
BUSINESS
SHOES THAT
IMPRESS

ENDLESS SUMMER

THE LATEST
SUMMER SHOE TRENDS
FOR HIM AND HER





LLOYD

GERMANY 1888



Dear customers, dear friends of LLOYD,

At the start of the spring/summer 2024 season, we are delighted to present you with the new edition of the LLOYD magazine for a fresh perspective on the world of our brand.

We take a look at the upper-premium series 1888. Discover our new fashion spearhead - in the top quality you expect from LLOYD!

The ONCE UPON A TIME capsule collection has a fairytale feel to it. Even when the clock strikes twelve, you will remain elegant and relaxed in our shoes - with a grand appearance.

You are ideally equipped for the office with our SMART START collection - after all, business shoes are one of our core competences. Check your business look! Is it "fit for office"?

Our new cooperation with LUFTHANSA is a definite high-flyer, resulting in a collection of innovative travel shoes: light as a feather, without metal because of the security checks, and breathable. This makes flying even more comfortable.

Have you got the travel bug? Our ENDLESS SUMMER collection with a variety of summer shoes for him and her leaves nothing to be desired. Enjoy never-ending summer days with LLOYD!

We wish you a lot of fun browsing through your LLOYD magazine. We appreciate your loyalty!

Kind regards
Andreas Schaller

endless *summer*



Relaxed afternoons by the sea, a feeling
of freedom and light-heartedness: oh, everything
is somehow easier in summer. Even the shoes.

Just like these trendy styles made from lightweight
materials and with lots of feel-good vibes



GOOD CATCH

Boat shoes made of
light grey nubuck
leather.

(Art. no. 14-435-22)





TENDER BOND

Silver-coloured
Strapsandals with
block heel.
(Art. no. 14-521-06)

AIRHEAD

Brown men's toe
slippers. Made of
leather.
(Art. no. C99-80226-VG)

FREETIME





SKIPPING IT

... in dark blue
slip-ons made from
suede.
(Art. no. 14-092-28)

**EMPHASISE THE
FEATURES**

White leather trainers
with cobalt blue
details.
(Art. no. 14-557-18)





TRUE BLUE

Plain leather ballerinas
in light blue.
(Art. no. 14-508-04)

GREEN PIECES

Olive green slip-ons
made from soft suede
leather.
(Art. no. 14-427-02)



LIGHT VERSION

Lightweight, flat sandals
made from nude-
coloured suede leather.
(Art. no. 14-509-25)
Ladies' handbag.
(Art. no. D14-14003-YF)

A photograph of a white boat structure against a clear blue sky. In the foreground, a white cylindrical pillar stands vertically. To its left, a white fishing rod is mounted on a white cylindrical base. A red fishing lure hangs from the rod. Below the rod, a white bucket is filled with several red fish. The boat's deck and other structural elements are visible in white. The overall scene is bright and clean, evoking a sense of leisure and outdoor activity.

*feel
good
vibes*

WHITE IS HOT

Men's trainers made of smooth leather with elasticated rubber sole. (Art. no. 13-128-01)

BRIGHT JOY

Women's trainers made of calfskin with silver-grey suede leather elements. (Art. no. 14-715-11)









SMART. START.

If you want to score points at work, go for the classic look. It makes an impression and looks confident, serious, smart. Sophisticated lace-ups, elegant leather slip-ons, chic loafers: the new women's and men's styles from LLOYD are a fashionable understatement that stands out

COMFORT ZONE

"These flat **women's slip-on shoes** made of calfskin are not only fashionable, but also extremely comfortable," says Stefan List, Product Manager for women's shoes at LLOYD. (Art. no. 14-750-00)
Ladies' bag.
(Art. no. D14-11007-OA)

BUSINESSPARTNER

"A classic black **leather lace-up shoe** is indispensable not only for office styling," says Björn Wischniewski, Product Manager for men's shoes at LLOYD. (Art. no. 14-124-00)
Leather **messenger bag.**
(Art. no. C23-12005-OA)



EXCELLENT

"Classic shapes, designs and colours are currently experiencing a comeback," says LLOYD expert Stefan List. And this elegant two-coloured **women's shoe** made of soft leather is the best proof. (Art. no. 14-507-51) **Ladies' handbag**. (Art. no. D23-1106-OH)

GOOD IN BUSINESS

Shoe professional Björn Wischnewski confirms it: "The trend is towards modern classics" - like this black **Oxford shoe** made of calfskin leather.
(Art. no. 14-166-00)





CLIMBER

"Slip-ons never go out of fashion, but they are particularly popular at the moment," explains the LLOYD expert Björn Wischnewski. **Tassel slip-on** in brown leather. (Art. no. 14-107-05)



NOBLE UPGRADE

"We have a decade of casualisation behind us," says Stefan List. "Now we finally feel like dressing smart again." A chic alternative to white trainers: light-coloured **lace-up shoes** made of calfskin. (Art. no. 14-805-04)
Ladies' bag. (Art. no. D14-11006-OD) Black **leather belt**. (Art. no. C96-62000-OY)



SHORTLIST

Which shoes are currently indispensable? "Slip-ons, another **slip-on** and possibly another slip-on," says the women's shoe expert Stefan List. This versatile shoe is made of nude-coloured calfskin. (Art. no. 14-721-03)
Ladies' bag. (Art. no. D23-11006-OA)

CLEAR STATEMENT

Barefoot in leather slippers to the office? Also men's shoe professional Björn Wischnewski thinks it's "completely okay - if it's skilfully staged". Black **calfskin slip-on**. (Art. no. 14-125-00) **Cardholder**. (Art. no. C23-23000-OA) Black **men's belt** made of smooth leather. (Art. no. C99-31000-OA)





STEP UP YOUR SHOE GAME.

After a decade of casualisation, we feel like dressing well again - even at work

LEADER

"Natural colours such as beige are currently very popular for women's shoes," confirms Stefan List. Nude-coloured suede **court shoes**. (Art. no. 14-529-21)

SOFT SKILLS

"Soft suede leather sets soft accents - and makes the business look more casual," explains LLOYD expert Björn Wischnewski. **Suede slip-ons** in tobacco. (Art. no. 14-108-25)
Scarf. (Art. no. E23-75000-JF)



WINNING TEAM

"Brown Oxfords with a grey suit are always a good choice," says the LLOYD shoe professional Björn Wischnewski. Cognac-coloured **leather lace-up shoes** with antique finish. (Art. no. 14-147-04)
Brown messenger bag. (Art. no. C14-12001-OG)



(UN)STRESSED

"The best shoes are those that you can wear at work, but also in your private life," says Stefan List.
Flat **women's shoe** made of cream-coloured calfskin. (Art. no. 14-721-01)

NEW. BUSINESS.

Why a stylish office look is more important than ever today – and how to easily achieve it

BLACK BEAUTY

Elegant black
leather slipper
from the exclusive
1888 collection.
(Art. no. 14-178-00)



M

Mark Zuckerberg's favourite things to wear are grey T-shirts, jeans and trainers, Elon Musk loves black jeans, rough boots and a leather jacket, Sir Richard Branson prefers collarless shirts, Chinos and trainers, Tim Cook likes polo shirts, grey jeans and black sport shoes. The style of this "very casual" business look was in turn influenced by Tim's predecessor, the late Apple founder Steve Jobs - wearing a black turtleneck with jeans and trainers. His Silicon Valley style has long been established not only in many executive suites, but also in open-plan offices, and casual has mutated into a new business standard. Every day is casual Friday. Why still make an effort with the office outfit at all? Especially now that New Work and working from home have further blurred the boundaries between formal and informal dress ... But the office look is actually about more than just outward appearances. Going beyond the current anti-dress codes and casual conformity to consciously opt for an outfit that is more stylish, well-groomed and elegant than what you would wear for a beer

with your mates in the pub around the corner is ultimately also a form of self-respect and respect for your own work. Above all, however, it is a way of communicating with the other person. A well-groomed appearance radiates self-confidence, professionalism and authority. It's quite possible that Zuckerberg, Musk & Co. don't need that (anymore). In normal life and away from Silicon Valley, creative agencies and start-ups, smart leather shoes, a plain shirt and a well-fitting suit are by no means anachronistic. Rather, they are an external expression of an inner attitude. So the question is rather: why not set your own standard that gives you the opportunity to stand out from the crowd? Downright rebellious. Because at a time when "casual" is the norm in business, an elegant office look suddenly becomes a subtle act of rebellion. It is also practical. Because if you know what to look out for, you won't be faced with the big question of what to wear every morning.

OUR LLOYD-EXPERT:

Björn Wischnewski is Product Manager for men's shoes at LLOYD and a style expert. His credo: fashion should be fun and inspiring and provide orientation.



GOOD SHOES, CONFIDENT APPEARANCE

Incredibly important, but unfortunately often underestimated: shoes are the be-all and end-all of any smart look - especially in the office and on business occasions. Classic lace-up shoes or slip-ons in black or brown are a safe choice. Make sure that the shoes are well cleaned and groomed (see page 40 for tips) and match the colour of the suit. "The simple rule of thumb is: black lace-up shoes with a grey suit, brown loafers with a blue suit," says Björn Wischnewski, Product Manager for men's shoes at LLOYD.

Brown loafer
made of nappa leather.
(Art. no. 14-159-45)



THE SUIT AS A BASIS

The suit is the centrepiece of office wear for men. As long as it fits well, it not only conjures up a great silhouette, but also gives the wearer an aura of elegance and respectability. Classic colours such as navy, grey or anthracite are timeless and versatile. When choosing the suit, make sure that the shoulders fit perfectly, the sleeves cover the wrists and the trousers are the right length. "The ideal length is when the trouser hem ends approximately at the heel edge of the shoe," says the LLOYD expert. The classic for a timeless, professional look: a dark blue suit combined with a white shirt and a subtly patterned tie. PS: The last button of the suit jacket is always left undone!

UNDERSTATED ELEGANCE



The choice of shirt and tie requires a little sensitivity. Unless you play it safe and wear plain white shirts and striped silk ties. However, if you want to vary things a little, anything that is not too "loud" is allowed. The easiest way to do this is to create five (or more) different shirt and tie combinations: a white shirt with a subtly striped blue tie, a softly striped shirt in light blue or grey and a tie with a simple pattern, etc. It's best to limit yourself to neutral colours and elegant patterns to create a look that is never overloaded, but noble. A styling tip: make sure that the edges of the cuffs protrude 1 to 2 cm below the jacket sleeve, so that they just cover the protruding wrist bones. The tie length is perfect when it ends at the top of the belt.



OUR LLOYD-EXPERT

Good style is timeless - Sin Men Ann reveals how to learn it here. The fashion expert is responsible for accessories and textiles at LLOYD.

Small accents, *big* effect

Belt, handkerchief, tie pin, cufflinks: such fine details can make a huge difference. "However, make sure that your accessories not only harmonise with the outfit, but also with each other. The belt buckle should match the watch or other metal parts, for example, and the belt itself should be matching in colour and material with the shoes," explains Sin Men Ann, accessories expert at LLOYD. The rule of thumb is simple: brown to brown, black to black. A pocket square in a colour that also appears in the tie also looks wonderfully harmonious and elegant.



Brown belt made of full-grain cowhide with an edge finish. (Art. no. C14-32018-OG)

Black leather belt with edge stitching. (Art. no. C14-32015-OA)

Full cowhide belt with screen embossing. (Art. no. C14-32016-OI)

LESS IS MORE



With a simple, high-quality watch and inconspicuous cufflinks, you can add a personal touch to your outfit without making the office look too intrusive. It is important that jewellery for the office is always subtle and sets subtle accents that do not distract from the overall picture. This also applies to the socks. Funny motifs, wild patterns and garish colours do not belong in the office.

NEAT APPEARANCE

A neat appearance is crucial for a professional look. Ironed clothes, clean shoes and a neat hairstyle are absolute basic requirements, not forgetting shaving or beard care. This shows that you value yourself and the other person.

DRESS FOR SUCCESS

As you can see: A stylish business look is not rocket science. But it still needs to be learnt. If you follow these simple rules, sharpen your eye for detail and harmoniously combine the individual elements, you radiate professionalism, self-confidence and creativity. A welcome side effect: you stand out from your casual colleagues - and can shine at work. Provided, of course, your shoes do the same!

Functionality with style

The choice of bag is an often overlooked aspect of office fashion. A high-quality briefcase is not only very practical, but can also enhance your overall appearance and emphasise your professional look. "If you like things a little less austere, you can make a fashion statement with a slim, stylish messenger bag made of fine leather," says LLOYD expert Sin Men Ann.



Messenger bag in cognac-coloured leather with adjustable shoulder strap and many practical inner compartments. (Art. no. C14-12001-OG) **Business bag** made of black grained leather with handle, detachable shoulder strap and laptop compartment. (Art. no. C14-11000-OA)

The background of the advertisement is a photograph of an airplane cabin interior. It shows a row of white seats with oval-shaped windows. A brown leather bag is placed on the seat to the right, with a magazine titled "In Paris: a look back and..." visible. The overall lighting is soft and warm, creating a clean and modern aesthetic.

LLOYD

GERMANY 1888



très chic

*The finest leather,
high-quality
workmanship as for
custom-made shoes,
timeless design:
this is what the
men's shoes from the
LLOYD 1888
line represent.
Whether lace-up
shoes, slip-ons or
Chelsea boots: how
incredibly elegant do
they (and you) look?
Et voilà ...*



LACE-UP SHOES
made from black calfskin.
(Art. no. 14-174-00)
PREMIUM-TOTE-BAG
(Art. no. C14-19000-OA)

**"Style is the correct
omission of the
non-essentials"**

ANSELM FEUERBACH



1888
LLOYD GERMANY



.de jour



LEATHER SLIP-ONS

made of calfskin.
(Art. no. 14-178-00)

**High-quality black
leather belt.**

(Art. no. C14-31001-OA)

et de
nuit



CHELSEA BOOTS
made from smooth
black leather.
(Art. no. 14-175-00)

**"I have the
simplest taste.
I am always content
with the best"**

OSCAR WILDE



Shiny Happy Shoes

Shine shoes like the pros: nobody knows how to do it better than Thomas Ganick. He has been a shoe shiner for 20 years, gives workshops and seminars - and reveals his tricks here



LACE-UP SHOE
made of smooth leather
with antique finish.
(Art. no. 14-147-03)

Do you first look people in the eyes or at their shoes?

Unconsciously, probably at the shoes. After all, I've been doing this job for almost 20 years now.

Can you draw any conclusions from that?

Shoes do indeed say a lot about the person. This is primarily not about whether the shoes were expensive or cheap, but whether they are well cared for or not. A shoe for 1,000 euros whose heels are badly worn naturally looks less chic than a shoe for 100 euros that is in good shape.

And well shined ...

For many people, shoe shining is a rather unpleasant activity, just like making the bed, taking out the rubbish or peeling potatoes. So if you don't feel like doing it, you can outsource it to me - Private households and companies from all over Germany send their shoes to me. But there are also people who love shining shoes.

It's a bit like meditating, isn't it?

Yes, some people collect their eight or ten pairs once a month, get a glass of red wine, put black vinyl on the record player ... then, shoe shining is actually like meditation; a time when they come to rest. And at the end there is a sense of achievement.

How much can the life of a shoe be prolonged by shining it?

Considerably! Firstly, through the care, which ensures that the leather remains supple and retains its lustre or patina. Secondly, by regularly replacing wearing parts such as heels or soles. Certain shoes made of high-quality leather can easily last 35 or 40 years, normal cowhide or calfskin shoes can last 15 years with good care. And then, of course, there are those shoes that you keep and have repaired because you associate special occasions with them: your first shoes after university, your wedding shoes or shoes that have been passed down from father to son. A shoe used to be a real luxury item.

What mistakes do people make when shining?

They shine too rarely, with too much polish. Shining only once a year, but applying a really thick coat, is useless. The leather does not take all the care, the shoe discolours, or the cream sticks in the seams.

So how often is advisable?

This is difficult to answer in general terms, as it always depends on the usage. Business shoes that are only worn in the office and maybe when you go out for lunch, are of course much less used than those of an architect, who sometimes roams around a wet building site. If the shoes are not excessively dirty, it should

be sufficient to treat them with palm or hard wax every three to four weeks. If you apply one layer and polish them again, they are immediately tip-top again.

How do you properly shine your shoes?

The first step is rough cleaning: Dirt, sand, small stones, the dried mud from the puddle - all this is removed with a brush or carefully scraped off. But the basic rule is: anything you can get off your shoe dry will not cause any more trouble later on. However, if you tackle the dirt with a damp sponge right away, it will penetrate the leather. So that makes little sense. Stains that are still visible after rough cleaning are then treated again separately - with a special cleaner or, in the case of suede, with an eraser or by sanding. And then it's time to shine.

Using what?

Over 90 per cent, I work with hard waxes that I apply with my fingers. Then I wait a little until they harden, and then polish them out - first with a coarse brush, then with a finer one.



THE SHOE SHAMAN

Thomas Ganick was the first service provider of his kind to establish a Germany-wide service for professional shoe shining and repair of footwear with mein-schuhputzer.de. He gives workshops and seminars - and with his shoe shine chair has long been a trademark of the financial metropolis of Frankfurt/Main

dark shoes, which becomes increasingly difficult to polish out over time. On the other hand, because shoes can be worn down at the front or lose some colour through daily use - climbing stairs, driving or cycling. It therefore makes sense to shine with the appropriate colour.

You are a professional. But what basic shoe care should non-professionals have at home?

Classic shoe polishes dry out quickly if you don't use them often. Hard waxes are a pure natural product. They last much longer, and with a little heat - that's why I work with my fingers - you can make them more supple again. As a basic set: a black, dark brown and colourless hard wax. They can also be mixed well with each other.

Why is colourless care not sufficient?

Firstly, because people often use too much of it - and a milky film can then form on the surface of

Can marks or small scratches actually be repaired through shining?

Smaller ones, yes. At least you can conceal them well. However, if the surface of the leather is damaged, it should be smoothed and sealed again in a workshop using hot wax.

How do you make leather shoes particularly shiny?

The premier class is the so-called water polish. No brushes are used, just a finger, a cloth, a drop of water and the wax. Then polish alternately with a drop of water and a bit of wax - until you see your reflection in it. Grandad used to spit on his shoes when he was shining them...

I cannot really do that with the customers who sit on my shoe shine chair - but the principle is basically the same: The surface is smoothed by creating a film. By the way, there are great videos online about water polishing.

What do you like best about shining shoes?

There is hardly a job in the world where you are praised and recognised so often every day. Precisely because most people don't like to do it themselves or don't do it often, they are amazed at how good the shoes look in the end.

“Many people shine too rarely - and when they do, they do it too much”



BRUSH HOUR

Shoe brush made from natural horsehair for cleaning and polishing shoes.

(Art. no. H15-15001-YY)



CRÈME DE LA CRÈME

Shoe polish with beeswax, that intensively nourishes and cares for smooth black leather.

(Art. no. H95-60220-XA)

The NEW MUST-HAVE BAGS



3

*Which accessory
enhances every outfit and
is also practical?
A cool bag, of course!*

*At LLOYD , you will find trendy
styles for every occasion
and taste*



1



2



4

7



6

5



1 Half-round ladies' bag in smooth white leather. (Art. no. D14-11006-OD) **2 Shoppers** made from braided raffia with leather details and detachable shoulder strap. (Art. no. D14-15000-YF) **3** Made of high-quality nappa leather: **Premium tote bag** from the „LLOYD 1888“-series. (Art. no. C14-19000-OA) **Leather handbag** made of fine pink-coloured leather. (Art. no. D14-11008-OT) **5 Small mobile phone pouch** in grained leather. (Art. no. D14-13002-OJ) **6 Messenger-Bag** made of cognac-coloured leather with adjustable shoulder strap and trolley handle on the back. (Art. no. C14-12003-OG) **7 Nylon rucksack** with padded back. (Art. no. C14-16001-RA)



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CHECK-IN

Please slip in! These loafers are so comfortable that you won't want to take them off. Top: white **leather loafer** with elasticated inserts (Art. no. 14-208-31)

Below: black **leather loafer** with white sole.. (Art.-Nr. 14-208-10)

Right: white **leather trainer** for men. (Art. no. 14-207-21)





ABSOLUTE HIGH FLYER

The travel shoes in the LLOYD x LUFTHANSA collection are light as a feather, comfortable to wear and quick to put on and take off. Practical for the security check: they contain no metal. They look great on top, inspired by the aeroplanes in the Lufthansa fleet. No wonder everyone flies on it

UPGRADE

Less casual, more smart: classic leather lace-ups will make you stand out in style without compromising on comfort - thanks to great extras such as the padded textile heel section. Above: **Men's shoe** in brown leather. (Art. no. 14-206-37)

Bottom: black **lace-up shoe** made of calfskin. (Art. no. 14-206-10)



THE SKY IS THE LIMIT

Only flying is more beautiful. And the new shoe collection from LLOYD x LUFTHANSA proves it: The best way to fly is in style and comfort. A brief history of taking off in style

a

stonishing, but true: it's only been 100 years since passengers were able to travel by plane at all. At the beginning of the 1920s, flying was still so-

something special, albeit somewhat uncomfortable: before departure, all passengers had to have their luggage weighed; the propeller-driven aircraft were loud and uncomfortable, and there was no heating on board, let alone air conditioning. But air travel soon became more comfortable. Leather seats, in-flight service, snacks: in 1928, Lufthansa was the first airline to offer its passengers an in-flight menu. So-called air boys, whose uniforms were reminiscent of hotel bellboys, were responsible for the service. Flying meant status, style, luxury - and remained a privilege of the rich, as ordinary mortals could not afford the expensive plane ticket. And because flying was so exclusive, both airlines and passengers attached great importance to stylish travelling clothes and luggage.

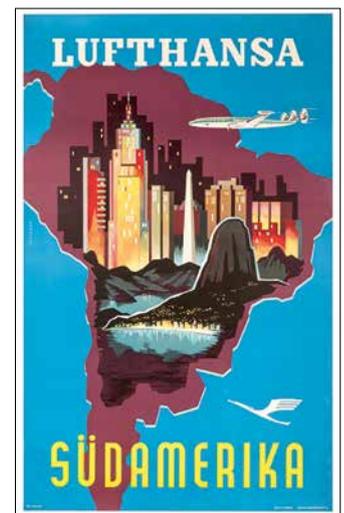
THE JET AGE

In the 1950s, air travel became more affordable. The introduction of jet propulsion, which made flying more efficient, was accompanied by the commercialisation of air travel - and this led to a veritable hype. In the USA alone, passenger num-

bers more than quadrupled between 1955 and 1972. Flying was part of the modern way of life - with all-encompassing social and cultural effects. The Jet Age, as the period is known, also gave rise to a new aesthetic, which was soon reflected in interior design, architecture and fashion. Even the uniforms of the stewardesses and stewards received a fashion upgrade and were redesigned by the great fashion designers of the time, including Christian Dior, Yves Saint Laurent, Halston, Pierre Cardin and Cristóbal Balenciaga. In the 1970s, the takeoff of wide-body aircraft like the Boeing 747 heralded the era of mass tourism. Flying had become the norm.

SUPERSONIC JOURNEY

Unless you were travelling at supersonic speed. The first Concorde took off from Paris to New York at the end of 1977 - and took just three and a half hours to cover the almost 6000 kilometres. Enough time to enjoy oneself: Champagne, lobster and caviar were served on board, arranged by Michelin-starred chef Alain Ducasse. For 27 years, the Concorde was the epitome of the jet-set lifestyle, the



FREQUENT FLYER

The 1960s were the height of the "Jet Age". Lufthansa poster from 1960 with jet plane and silhouette of South America and the skyline of Rio de Janeiro

... ABOVE THE CLOUDS



ultimate means of transport for the super-rich, powerful and famous. Queen Elizabeth is said to have celebrated her birthday here, Paul McCartney sang a Beatles song and Andy Warhol admired the silver cutlery. "You always dressed better than usual because you never knew who you would meet," recalls Cindy Crawford in her memoirs. Tickets cost up to 11,000 euros for the white bird, "Oiseau blanc", as the French affectionately called their Concorde, but the venture did not pay off. The prestige plane was an economic disaster. The cabin only had room for around 100 passengers, while the aircraft consumed twice as much fuel per flight hour as a Boeing 747. 20 years ago, the scheduled flight operations of the "Queen of the skies" were finally discontinued - the end of a "golden era of travelling", as supermodel Cindy Crawford describes the Concorde era.

STYLE-UPGRADE

Today, almost everyone can afford a plane ticket. Flying is no longer an event, but simply a fast way of travelling. Dress codes no longer exist anywhere, and the glamour of earlier years has given way to a new fashion principle: wearing comfort. Even airlines improved over the course of the years: for example, the blue fabric which was specially developed for Lufthansa uniforms contains a high proportion of elastane to ensure greater freedom of movement on board. Travellers who take off in style, while not wanting to

compromise on comfort, can now choose from a wide range of "smart casual" clothing and accessories that combine modern materials with comfortable fits and fashionable silhouettes.

Just like the new shoe collection from LLOYD X LUFTHANSA. These shoes, made of high-quality calfskin and suede, are exceptionally lightweight, extremely comfortable, cold-insulating and some are easy to put on and take off thanks to integrated elasticated straps. They do not contain any metal so that nothing beeps during the security check. They are also fashionable high-flyers; typical design elements of this collection are inspired by special features on aircraft in the Lufthansa fleet. Have a good journey and a relaxed and stylish flight!



WHITE BIRD

The Concorde supersonic aircraft was one of the most impressive commercial aircraft in the world and for 27 years epitomised the jet-set lifestyle



WHITE VIEW

Three classic white trainers that you can wear with a suit, jeans or chinos.

Above: **suede trainers** with details in the Lufthansa colours grey and midnight blue. (Art. no. 14-205-31)

Right: white **leather trainers** for men. (Art. no. 14-207-21)

Below: **Men's trainers** with blue and grey suede details. (Art. no. 14-205-31)





AIR WEAR

Whether above the clouds or below the radar: This is how sporty chic works!

Above: sporty **men's lace-up shoe** made of smooth leather with a white sole. (Art. no. 14-207-00)

Below: black **men's shoe** made of calfskin with suede elements. (Art. no. 14-205-10)



SKY WALK

You are guaranteed a soft and fashionable landing in these sports shoes.

Above: white **leather women's trainers** with grey back cap. (Art. no. 14-857-01)

Below: **Women's trainers** in suede with design elements in midnight blue and grey. (Art. no. 14-855-01)

TAKE-OFF

So you always have everything you need when travelling.

Left: **Weekender** made of robust nylon in midnight blue with black details.
(Art. no. C14-17000-RL)

Right: **Backpack** with many practical inner compartments for laptop, etc., padded back and adjustable shoulder straps.
(Art. no. C14-16001-RL)



"Once you have experienced flying,
you will walk the earth forever with your eyes
fixed on the sky."

Leonardo da Vinci



FIRST CLASS

Very elegant, but not less comfortable! Above: Black **ladies' loafer** made of fine calfskin. (Art. no. 14-858-00)



Below: classic **leather lace-up shoe** for women. (Art. no. 14-859-00)



Once upon a time

So timeless and yet so modern:
black and white leather shoes for men
and women, in which you
will give fairy-tale performances



PERFECT MATCH

Black and white
ladies' slip-ons
with treaded sole.
(Art. no. 14-807-11)

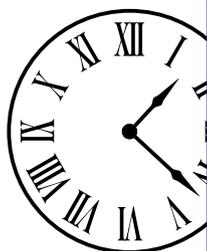
SPEEDY SOLE

Men's Budapest
made of calfskin.
(Art. no. 14-113-11)

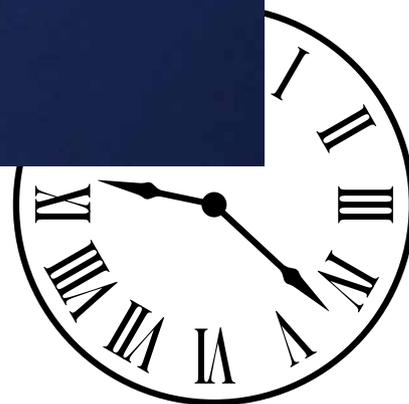


MEMORY LANE

Ladies' leather lace-up shoes with a retro look.
(Art. no. 14-792-11)



Time
after
time



Retro, but modern, extravagant, but elegant:
These dreamlike shoes will give you pleasure
again and again - when you wear them and
get compliments





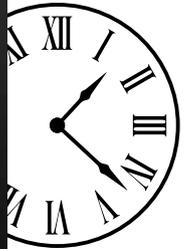
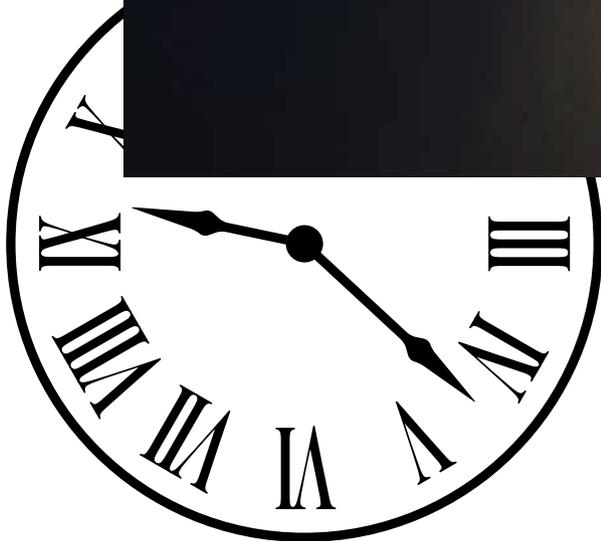


TIMELESS CLASSIC

Leather slip-ons with
embossed sole.
(Art. no. 14-112-11)

As
time
goes
by

You are guaranteed to appear
timelessly elegant with this
collection - whether the clock
shows noon or midnight

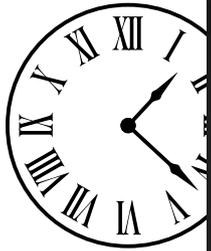


ATTRACTING

Men's lace-up shoes
made of calfskin.
(Art. no. 14-114-11)

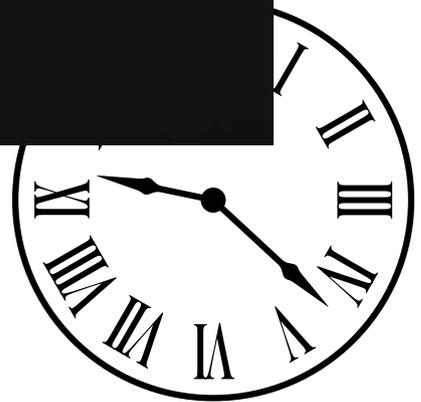
CONTRASTING

Ballerinas made of
soft leather with
black lace.
(Art. no. 14-507-56)



Happily
ever
after

And they lived happily ever after ...
With these shoes, you are in for many
fashionable moments of happiness





SMASH. HIT.

Available
from the
end of April
2024

The LLOYD FAN EDITION for the
UEFA European Championship 2024
makes football fans'
hearts beat faster

T **ACCURATE**
Football fans know: Every goal requires good preparation, skill and luck. But did you know that the characteristics of the football boots also have an influence on a goalscorer's accuracy? For example, if the sole is too stiff, it hinders the foot from rolling and thus the optimal transmission of walking, running and sprinting movements onto the pitch. On the other hand, the shoe must be sturdy enough to transmit the energy of the shot upon contact with the ball and to prevent the foot from deforming when it hits the ball.

JUST LET IT RUN

"This is madness! There are players in the team who run even less than I do," former Austrian international Toni Polster once said. Fun fact: Back then, professional footballers used to cover just 4 to 5 kilometres per game, while today's players run an average of 11 kilometres, including about 900 metres in a sprint! Record scorer Toni Polster is nevertheless in the best company (in the world): football god Diego Maradona and Emperor Franz Beckenbauer were regarded as lazy runners. The same applies to today's elite strikers: Cristiano Ronaldo averages just 8.3 kilometres per game, Lionel Messi a mere 7.6 kilometres.



...SCHLAND!

Men's trainers with
the German flag.
(Art. no. 24-750-01)



READY FOR RED

The red cover sole is typical of the LLOYD Fan Edition.

Below: **Women's trainers** for fans of the Danish team.
(Art. no. 24-350-02)



L'ÉQUIPE TRICOLORE

You want to fly the flag for Mbappé & Co.? Et voilà!
Women's trainers with French flag
 (Art. no. 24-350-04)

SWISS STYLE

Men's trainers for fans of the Swiss "Nati".
 (Art. no. 24-750-03)

COACHING ZONE

It is rather unlikely that the coaches' footwear influences their running performance on the sidelines. Some national team coaches prance up and down the technical zone in premium leather shoes and fine threads, while others prefer a more relaxed approach - such as Germany's national coach Julian Nagelsmann, who prefers to wear trainers on the sideline.

TEAM-PLAYER

Whether hobby team, district league or professional league: individual shoe design is the trend - and many players nowadays have their shoes personalised or customised (for an extra charge). Now, football fans can also show, off the pitch, which team their heart beats for at the UEFA European Championship - with the Fan Edition from LLOYD: the white trainers with red cover soles are available with five national flags for women and men.

EASY EXERCISE

Did you already know? In addition to biomechanical and sports motoric factors, the weight of football boots is crucial. Today, a high-tech boot weighs around 200 grams - the shoes worn by the 1954 World Cup heroes weighed about twice as much.

OLÉ, AUSTRIA!

You can cheer the "lads" of head coach Ralf Rangnick in these **men's trainers**.
 (Art. no. 24-750-05)





Deborah Fiori (@dolce_deborina) and Manuel Fiori (@manuel.fiori)



The influencer couples invited by LLOYD in front of the dream back-drop of Munich's National Theatre, where "Alice in Wonderland" was performed



Dramaturge Serge Honnegger with Godo Kraemer from LLOYD



Noble occasion, noble footwear - from LLOYD, of course



Laura Imsirovic, Annette Baumann (both Bavarian State Ballet) and Godo Kraemer von LLOYD

Munich PREMIERE

A Night at the Opera: The Bavarian State Ballet celebrated the season premiere of **"Alice in Wonderland"** on 12 October - and LLOYD invited influencer couples to join. Special highlight: a meet & greet with the ensemble, dramaturge Serge Honnegger and ballet director Laurent Hilaire.



Denis Cebulec (@deniscebulec) and Francesca Lesch (@franelle)



Catering was also provided



Joana Marie (@jooanamarie) and Chris Fraas (@chrisfraas)



Aline Kaplan (@aline.kaplan) and André Hellmundt (@andrehellmundt)



Serge Honnegger welcomes the guests from LLOYD



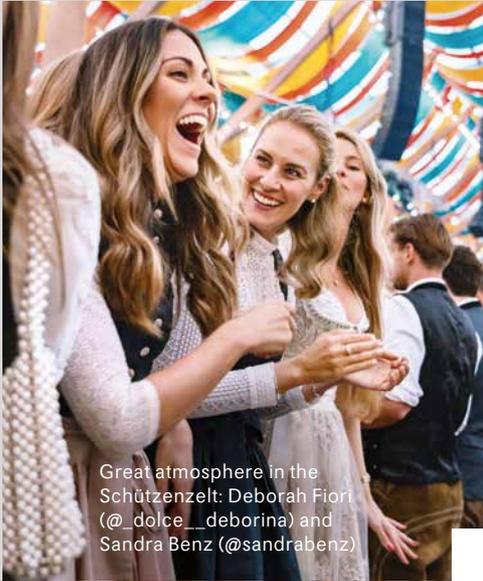
Ballet director Laurent Hilaire in conversation



Souvenir photo: the influencer couples and the LLOYD team at the meet & greet with the Bavarian State Ballet ensemble



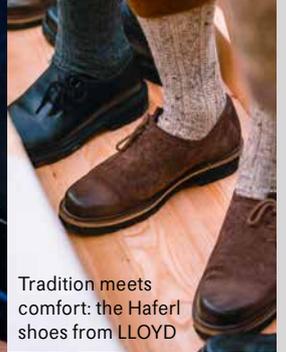
Yara (@yarialine) and Tobias Reuter (@tobiasrtr)



Great atmosphere in the Schützenzelt: Deborah Fiori (@_dolce_deborina) and Sandra Benz (@sandrabenz)



Influencer Arnd (@lepetitarnd) and André Hellmundt (@andrehellmundt) savour the Wiesn-Maß



Tradition meets comfort: the Haferl shoes from LLOYD



Manuel Fiori (@manuel.fiori) and Chris Fraas (@chrisfraas) in the LLOYD oat shoes

München

O'ZAPFT IS

No lederhosen without traditional Haferl shoes! LLOYD launched the chicest and most comfortable ones in September 2023 - just in time for the **Oktoberfest**. It goes without saying that this had to be celebrated with selected influencers at the Oktoberfest - in dirndls, lederhosen and Haferl shoes. A great time!



Godo Kraemer from LLOYD



Viktoria Kristina (@viktoria.kristina)



Hearty! Influencer Sandra Benz (@sandrabenz)



At the foot of the Bavaria statue at the Theresienwiese: André Hellmundt, Manuel Fiori, Arnd and Chris Fraas



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Cover image:
Dirk Messner

The description of the shoe on the title page can be found on page 9.



A young man with short brown hair is sitting on a white airplane seat. He is wearing a navy blue tracksuit consisting of a zip-up jacket and matching trousers. He is also wearing navy blue sneakers with white soles. The background is the interior of an airplane, with white panels and a window visible. The overall lighting is bright and clean.

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