

Spring/ Summer 2022



GEN SIX COLLECTION
LODENFREY

GEN SIX COLLECTION

A celebration of authenticity and heritage.

With our new capsule collection **Gen Six**, we take a step into a more fashionable direction, while simultaneously staying true to our roots.

For more than 170 years, LODENFREY has dressed people in traditional as well as in fashionable ways. We have always tried to set the highest bars for ourselves and meet the highest expectations of our demanding and valued customers. As a result, over the decades and centuries we have come to value quality and professionalism while celebrating and reinforcing the extraordinary. That joy we want to share with our friends and neighbours, with everyone in our city and around the world. That's why we are taking this step into the world of fashion again!

With the Gen Six capsule collection we celebrate a revival and honour the great history of our family and company. The basis is built around classic and iconic forms, that have developed over five generations of family business. This great history of the brand is transported into the present, where the sixth generation now picks up and interprets these pieces in a modern way. Just as the previous generations have inspired us, we want that legacy to continue, which is why the theme of our work is: **To inspire the generations to come.**

Our upcoming collection focuses on cotton as a summery counterpart to Loden, which of course is also featured. Developed further with our partners, the fabrics are even more comfortable and functional, with constant attention being paid to keeping the proportion of synthetic fibres as low as possible.

The theme of the collection is **cycling in the city**. All the pieces of this collection are designed under the purpose of being worn on the bicycle. We combine streetwear and utility elements with classic shapes and functional but yet natural fabrics. So, we want to address the urban man who does not want to miss out on the advantages of sportswear.

We focus on life in the streets of the city. We celebrate the youth and cultural scene, which is still in its infancy but is finally burgeoning again in the cities of Europe. A post-pandemic time let us flow into the open, enjoy company on the pavements, enjoy leisure time on the city's sports fields and celebrate life all together. We want to express these feelings in a small but equally joyful and young collection. We want to pop the champagne and clink the glasses together, without following rules and conventions, but only the heart. Because a «back to normality» has never been our desire - **Celebrate the Extraordinary!**

LODENFREY

1 8 4 2





COTTON
super functional







ultra light
COTTON



techno stretch
COTTON





Contact

Lodenfrey Menswear

Daimlerstr. 25
85748 Garching bei München

+49 (0)157 379 465 34
info@lodenfrey.de

Sales representatives:

Germany and Austria

Agentur Schwarte

Heinrich-Kley-Str. 6
80807 München

+49 (0)89 3580576
office@agentur-schwarte.de

Italy

Franco Salmaso

Via Medaglie D'Oro, 14
20865 Usmate Velate (MB)

+39 039 67 55 239
info@angelinodistribuzione.com

Worldwide

Lodenfrey Menswear

Leonard von Pfister
+49 (0)157 379 465 34
L.pfister@lodenfrey.de