

Vinter 2022

### 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 180 years, Lodenfrey's loden coats have been protecting people from the blistering cold. Our ancestors researched to make a fabric that is water-repellent and continued to improve it over the years. So, Loden was the first functional material that was ever developed. Based on sheep wool, the Loden has many great features and our goal, as the sixth generation of the family, is to re-interpret Loden in a young and modern way.

We celebrate a revival and honor the great history of our family and company. For this reason the new collection puts Loden in the foreground - and evolves around iconic products from our almost 200 year old history.

The theme of our work is: To inspire the generations to come.

This collection is based on loden and so we maintain the completely natural and also first functional material in the world as a valuable base of our brand. We complement the loden with technical materials, creating functionality and a modern look. The play between materials and styles, but also between nature and technology are the central elements of this collection.

As always in our 180 years of history, we pay attention to the highest quality of materials used and in the craftsmanship and processing of the garments. We carefully select all the materials and tools in order to ensure a high quality and long lasting product. We mainly source from within the European Union and produce the garments in our own factory within the European Union, where we strictly follow all social and environmental standards and even go above and beyond them, by taking care of our workers and our environment.





















LF 02 Classic Cape



























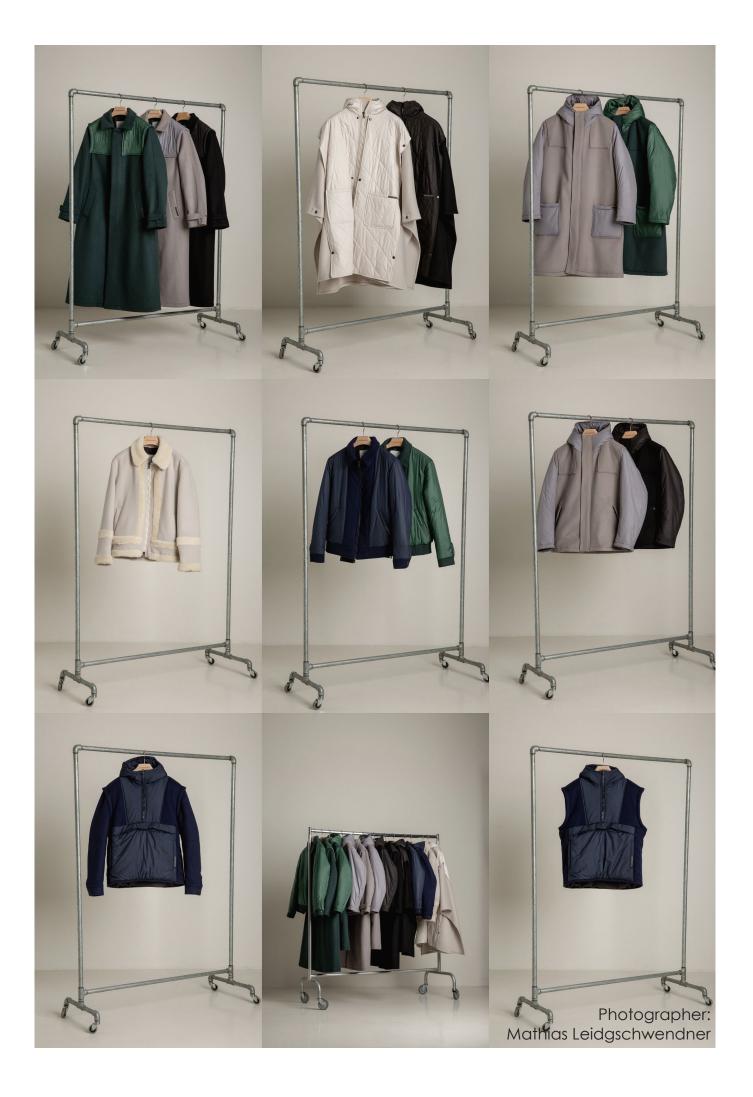






# Versatile Vest LF 07





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