GEN SIX COLLECTION

LOOKBOOK Fall/ Winter 2021

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'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.

The key pieces of the collection showcase **authentic classics**, daring and fashionably reinterpreted. A long vintage coat with a high collar surprises with detachable sleeves that turn the piece into a long waistcoat. The cape has historically provided protection from wind and weather. With its clean design and large press studs, it takes a step into the modern age.

The **Urban Classics** in our collection present modern cuts and styles that appeal to the alpine gentleman of the city, but can also be found in the metropolises of the world. Tightly cut coats and blousons skilfully blur the boundaries between business and casual, between street and classic.

Our **Explorer** pieces protect the wearer from wind and weather at any altitude. A long and voluminously padded coat and its short-cut counterpart protect against the coldest winters, while a winter safari jacket guides its wearer through the urban jungle.

LODENFREY 1 8 4 2



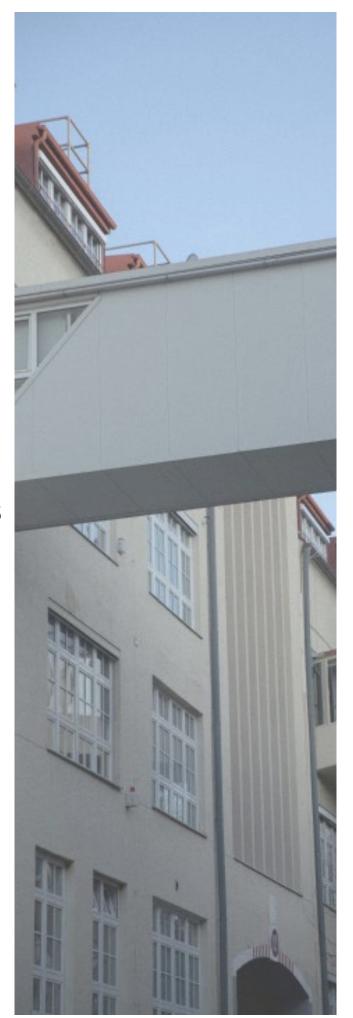






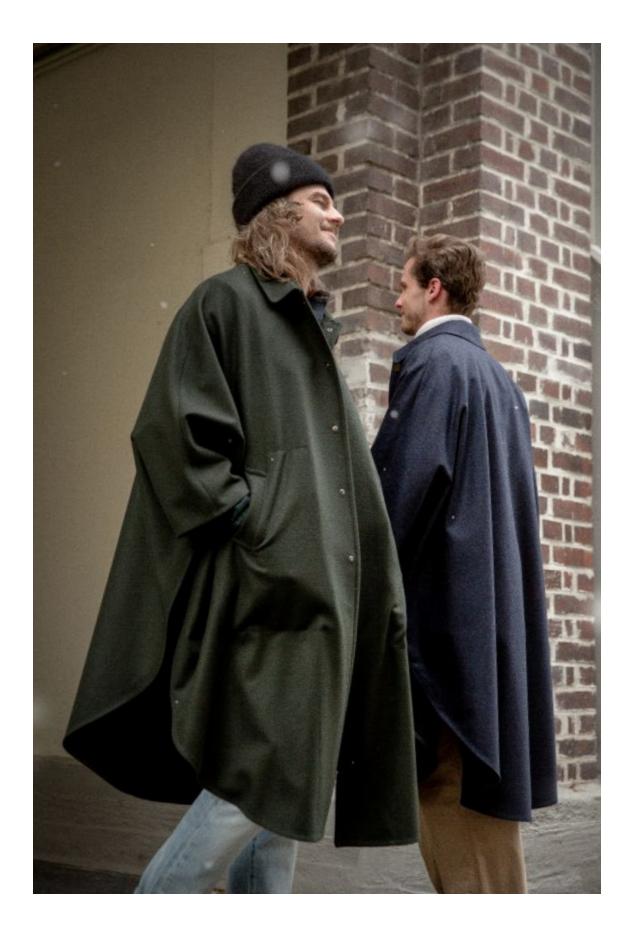












urban CLASSICS













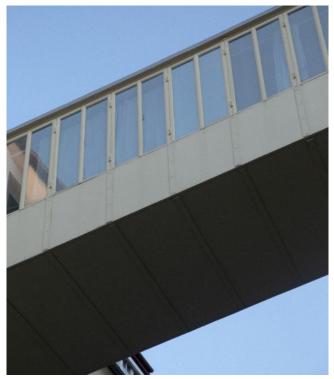




Progressive EXPLORERS











Gen six Collection **01** EXPLORER



LODENFREY **6** Gen six Collection



Kontakt Gen Six Collection

Lodenfrey Menswear Daimlerstr. 25 85748 Garching bei München

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

Vertrieb DACH Region Agentur Schwarte

Heinrich-Kley-Str. 6 80807 München

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

> Vertrieb Export Lodenfrey Menswear

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