

Fashion-House Loden-Frey in Munich Increases Sales Area Considerably

The Loden-Frey Verkaufshaus GmbH & Co. KG (www.loden-frey.com) in downtown Munich is on area-expansion course. Tamara Hafner/ promotion manager told Textination in an interview that with the current reconstruction not the house but the sales area will be expanded by around 500 sqm.

The present sales area covers 6,000 sqm net. On 5 floors international fashion for women, men and kids, accessories and the worldwide famous very big assortment of original traditional costume and loden clothes in middle- to very high prices are offered. A special point of interest is the “glass house” on the first floor, through which the customers, “who are entitled to quality, modernity and style”, can glance at the towers of the Munich Frauenkirche. At the same time, the “glass house” is stage for many trend-forming fashion shows.

The fashion house is unique in the Bavarian capital and employs about 400 staff members including temporary personnel. 20 trainees see to continuity in management and sales. They are in the black, sales figures are not mentioned in this family enterprise of the 6th generation. Loden-Frey is owned by the brothers York-Thomas and Ralph-Michael Nagel as well as Markus Höhn, where the two last are the managing associates. They keep close personal and business connections to the other branch of descendants, the family Frey, owners of the Munich loden plant Johann Georg Frey. The manufacturer Lodenfrey comes as well as the fashion house Loden-Frey from the joint founder, a weaver, of the original mother company. The two companies have been divided up about 50

years ago and are nowadays two independent organizations.

Main focus of this leading clothing house in Germany is international, high-quality fashion by classics like Bogner, Burberry, Windsor, Marc Cain and van Laack up to young, trendy designer fashion like D&G, Belstaff, Polo Ralph Lauren, Moncler, Juicy Couture, Hugo Boss and many more. For highest luxury stand names like Armani Collezioni, Valentino, Strenesse, Escada, Akris Punt and Etro.

Several boutiques offer for trend-conscious people the first new impressions from the international fashion fairs in Paris, Florence and Milano. With exclusive manufacturers like Brioni, Ermengildo Zegna and Regent the menswear department offers the perfect customization of individual garments. The main part of the sales comes from the women`s fashion with more than 50%, the rest comes from fashion for men, kids and traditional costume. The children`s lines of the great designer names are also present. Since they have high aspirations to the quality of their offer, they are carrying nearly only brand products, as Tamara Hafner (pr@loden-frey.com) stressed in the Textination-interview.

In part, the fashion house has brand manufacturers produce articles under their own label, which is called “Loden-Frey“. With currently very high demand the total sales moves on the good level of the past year. The 175th Oktoberfest on the Theresien-Wiese in Munich – the biggest folk festival in the world with 6 Mill of domestic and foreign visitors – has this year again given to the traditional costume and loden garments of this fashion

house (starting with “Dirndls” going to original leather trousers with traditional hat with an addition of a Geiger- and Meindl-Shop) a sales boost.

The inventor of the first water-repellent loden coat of the world – Johann Baptist Frey – was the son of the company founder Johann Georg Frey (founded 1842 in Munich). The wool material, called “Strichloden“, is washed in many laborious working steps, felt, roughened and finally “spread” with special machines (in former times with natural thistles), so that the fibers lie on top of each other and let the water drip off.

Traditionally for the Oktoberfest Loden-Frey came up again with their “Wies`n Dirndl 2008“ (sold for 299 EUR without blouse): classical in design with little-flowers-pattern-mix and

apron it encompasses the path into the 21st century over its trend color-variations lilac, pink, kiwi, reed, rose, bleu and royal blue. In demand with the female customers was the “real” Dirndl with blouse and apron in all kinds of shades of purple (lilac) – the height of the Dirndl-hem “playing around the knees” as in the sixties – and not the so-called Landhausstil (cottage style). Interest from abroad was seen especially from Austria and Italy, while the highest Dirndl-selling price goes up to 2,500 EUR.

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