

LODENFREY

PITTI IMMAGINE UOMO 108

Visionary romance, cosmopolitan spirit: Lodenfrey unveils “Ludwig II”

Lodenfrey present “Ludwig II”, the standout jacket from its Spring-Summer 2026 menswear collection. A garment that encapsulates the spirit of the historic German brand, founded in 1842 and known for merging innovation, craftsmanship, and understated elegance.

Designed for the modern cosmopolitan man — one who values substance over spectacle — the “Ludwig II” jacket features **raw-cut tailoring and is crafted in wrinkle-resistant memory fabric**. Its name is a tribute to Ludwig II of Bavaria, **the romantic king whose dreamlike castles remain symbols of a visionary, refined Germany**. A cultural icon that perfectly bridges the gap between classicism and modernity.

“Our Ludwig jacket perfectly expresses Lodenfrey’s spirit: it’s the choice of those who appreciate tradition, reinterpreted with a contemporary eye — including the many young men who wear it today, often paired in winter with our classic loden coats, or even with jeans for a timeless yet relaxed look”, says **Leonard von Pfister**, CEO of Lodenfrey and sixth-generation heir of the family-owned company.



LUDWIG II: THE JACKET THAT TRAVELS WITH YOU. AND NEVER LOSES ITS SHAPE.

Crumpled, packed, tossed into a duffel bag at the last minute — **Ludwig II** embodies a new vision of elegance, where sharp tailoring meets total practicality. Made from **high-performance memory fabric**, this jacket can handle the journey and the pressure without ever compromising its silhouette. Once worn, it springs back into perfect form, no ironing, no fuss.



It’s made for those who depart, arrive, and move on — always impeccably. A discreet travel companion, refined and reliably composed. Just like Lodenfrey. Since 1842.

Lodenfrey: Six Generations of Timeless Menswear

Founded in Munich in 1842, Lodenfrey is rooted in a visionary idea: the creation of a water-repellent fabric, **Loden**, that redefined outerwear and became a symbol of understated elegance. Official supplier to the Bavarian royal court since 1855, the brand has spent nearly two centuries dressing a cultured, cosmopolitan man devoted to quality. Today, under the leadership of **Leonard von Pfister**—sixth generation—Lodenfrey continues to merge heritage with modernity, offering a menswear collection that is essential, refined, and functional. Its quiet elegance speaks to **the classic gentleman** as well as to **a new generation in search of authentic style**. Alongside the menswear line, the Lodenfrey name is also associated with an innovative concept store in Munich: a prestigious destination that showcases a curated selection of the world’s finest brands, reflecting the brand’s ongoing evolution and international outlook. Lodenfrey menswear is available in top international stores and will be featured at the upcoming edition of Pitti Immagine Uomo 108, with a collection that blends memory, design, and future.

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