



Press release: Collection Fall/Winter 2015/16

Company: LOWA Sportschuhe GmbH, Hauptstr. 19, 85305 Jetzendorf, Germany

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Leventina GTX® Mid Ws

420510 6930 navy/grey

Sizes: UK 4-9

Category: Cold Weather Boots

This makes winter fun

When the weather report forecasts the first below-freezing temperatures and the air smells like snow, that's exactly the best time for the feminine style of the women's winter boot **Leventina GTX® Mid Ws**. Hitting just above the ankle, the suede leather upper offers effective protection when you are forced into somewhat deeper snow. The totally waterproof and breathable GORE-TEX® Partelana lining fends off moisture and cold feet, whilst also offering very good warmth with its cosy comfort. If you aren't already won over by the winter readiness of this sporty winter boot, then you just have to cast a glance at the Vibram® "G3 Erika Ice" outsole. The Vibram® rubber blend offers effective grip on ice and snow, thanks to the use of Vibram® G³ technology that integrates fibre elements into the lugs. In addition, the tread profile, which is reminiscent of snow chains yet is a real head-turner, promises very secure footing in wintry conditions.

The midsole with two layers of PU foam offers needed cushioning, thus assuring not only the highest level of comfort, but also effective insulation from the cold from underfoot. The range of uses for this fashionable winter footwear covers everything from sporty winter activities to sledding get-togethers, from long walks in the snow to a relaxed city stroll, to getting to and from work safely – even if your neighbours haven't shovelled the snow yet. Weight per pair (UK 5): 1.000 g





Innox Ice GTX® Mid
410601 9743 anthracite/blue
Sizes: UK 6.5-12, 13
Category: Cold Weather Boots

Cool men also need traction

A snow cat doesn't waver. It keeps on going, steadfastly, through ice and snow. With the new sporty winter boot **Innox Ice GTX® Mid**, you too can succeed at that, but in a much more elegant manner. That's because LOWA has equipped this style with the unique and totally winter-ready Vibram® "G³ Erika Ice" sole. The Vibram® rubber blend offers effective grip on ice thanks to the use of Vibram® G³ technology that integrates fibre elements into the lugs. In addition, the tread profile, which is reminiscent of snow chains, promises very secure footing in wintry conditions, just like the aforementioned snow chains. Since even tough men like warm feet, LOWA puts its trust in the good insulation properties of the GORE-TEX® Panda lining. At the same time, this style is absolutely waterproof and very breathable. The midsole with two layers of PU foam also offers good insulation when the surface underfoot is cold. That also ensures effective cushioning and high comfort in this versatile winter boot with superb fit. The **Innox Ice GTX® Mid** is your first choice when it comes to athletic use in wintry conditions – be it high-spirited tobogganing, outings in the snow-covered outdoors, or long winter walks. Weight per pair (UK 8): 1.080 g





Alba GTX® Ws, brown; Barina GTX® Ws, cream; Calceta GTX® Ws, stone

Sizes: UK 3.5-9

Category: Cold Weather Boots

Winter trilogy with style

It is not at all simple to find truly feminine winter boots with style that always live up to their name. With the trio **Alba GTX® Ws**, **Barina GTX® Ws** and **Calceta GTX® Ws**, LOWA offers an entire series that fulfils functional demands in a women's winter boot. They also however satisfy high standards in fashionable looks and – this is key – don't make any trade offs in comfort. Both high-cut styles **Barina** and **Alba** as well as the mid-cut style **Calceta** will win you over with their premium and stylish material combination. You'll find for example natural fabrics such as canvas or tweed working together with suede or buffalo leather. Accents are added with stitching. LOWA focuses with this trio on harmonious natural tones that are absolutely on trend.

Made on a special women's last, these styles offer a pleasantly warm GORE-TEX® Partelana lining that is absolutely waterproof and breathable. Warm feet are vital with winter footwear, just as is perfect fit and decisive comfort.

Be it a long winter walk, a wintry stroll through the city, a high-spirited sledding get-together or a rowdy snowball fight, these stylish winter boots are ready for anything. The innovative MONOWRAP® construction unifies sole and upper into one functional unit. The "AL-S II" sole was developed just for winter use.

Weight per pair (UK 5): Alba GTX® Ws 950 g; Barina GTX® Ws 920 g; Calceta GTX® Ws 880 g





Valloire GTX® Hi Ws, dark brown; Valloire GTX® Mid Ws, skyblue; Dalarna Mid Ws, light brown

Sizes: UK 3.5-9

Category: Cold Weather Boots

Clarity has class

The Jetzendorf, Germany-based brand has a long tradition in footwear manufacturing. Footwear has been designed and developed under its roof since 1923, always with a laser focus on function and quality as well as perfect fit.

But not to be forgotten: Design must also be excellent. Back in an advertisement from the 1960s, the slogan read: "True LOWAs fit and have pizzazz too". This is still true today. It is evident in the classic styling of the models **Valloire GTX® Mid Ws, Dalarna Mid Ws or Valloire GTX® Hi Ws**.

In these, LOWA combines absolutely classic, simple styling with premium materials and clean workmanship. Details add aesthetic accents, such as an attractive logo emblem or subtle stitching. Exceptional materials come together to give these stylish winter boots a fashionable but never garish air. For the shafts, designers worked with smooth and suede leathers, lambs wool, and high-quality fabrics. Absolutely waterproof and breathable too, the GORE-TEX® Partelana lining ensures your feet are always warm, offering an extra dose of cosy comfort. If you prefer natural materials, then a model with insulating lambs wool lining is your best choice. Made on a special women's last, the outsoles of these classic models offer a tread designed especially for wintry conditions with the necessary grip. With these boots, you'll always be well outfitted, whether for winter activities in the outdoors, shopping trips in the city, or getting to work. Thanks to top 'Made in Europe' quality, customers will be able to enjoy these boots for much longer than one winter season. Weight per pair (UK 5): Valloire GTX® Hi Ws 740 g; Valloire GTX® Mid Ws 660 g; Dalarna Hi Ws 680 g





Lilly GTX® Mid

eggplant/lilac; grey/skyblue; navy/jade

Sizes: EU 25-40

Category: Kids

Girls can love winter

Snow has an enormous fascination for kids. The first snowflakes fall and they want out. They fetch sleds from the basement, build a snowman, or get into a spontaneous snowball fight. The demands on footwear are high in these situations. It's a good thing, then, that LOWA offers footwear in its kid's collection that is up to such tough demands. They keep feet warm and dry. That's ensured by the waterproof and breathable GORE-TEX® Partelana lining with its cosy comfort.

A typical style in this line is the girl's model **Lilly GTX® Mid**. It hits spot on the tastes of girls with its wide range of colours. The cool snowboard look of the ankle-high winter boot is very popular. The uppers of the girl's style are made of durable suede leather combined with robust fabrics. Outsoles offer a tread profile just for wintry conditions, ensuring needed grip on various surfaces. Built on a special children's last, this boot takes into account the anatomy of a child's foot and offers growing feet plenty of wiggle room, especially in the forefoot. Thanks to 'Made-in-Europe' quality, girls can fully romp and frolic in their favourite boots – and still look cool and chill. Weight per pair (EU 31): 400 g





**Richmond GTX® Qc, brown/gold, UK 6.5-13; Alice GTX® Qc Ws, anthracite/cream, UK 3.5-9;
Tony GTX® Qc Junior, anthracite/curry, EU 25-35**
Category: Cold Weather Boots / Kids

Family adventures in autumn

The woods are showing off colour, and the first wisps of fog float through the valleys. Early autumn storms are set to arrive, and it's colder outside. That's just the right time for long walks and weekend outings with the family or as a twosome. And that is also just the right time for the new casual models from the LOWA collection. The Jetzendorf, Germany-based brand has attractively styled footwear for the entire family – styles that you can wear not only on sunny autumn days, but also in a rain shower or in a strong breeze since they offer the needed function. Uppers of the men's model **Richmond GTX® Qc**, the women's style **Alice GTX® Qc Ws**, or the kid's version **Tony GTX® Qc Junior** show off premium smooth leather while a subtle vintage finish offers a fashionably subdued aesthetic. The high-quality leathers guarantee pleasant comfort and win you over with their water-resistant and breathable function. Upper materials work harmoniously with the waterproof, breathable GORE-TEX® membrane that maintains pleasant temperature regulation. For men, women and children, LOWA uses different lasts that take into account anatomical differences. Thus, this ensures that the brand's traditionally excellent fit can be fully taken advantage of in these stylish yet casual models. Outsoles enable versatility since the grippy tread is designed for various surfaces and activities. These styles – 100% 'Made in Europe' – will all win you over with their top quality, durability, and typically LOWA perfect fit.

Weight per pair: Richmond GTX® Qc (UK 8) 690 g; Alice GTX® Qc Ws (UK 5) 580 g; Tony GTX® Qc Junior (EU 31) 420 g

