

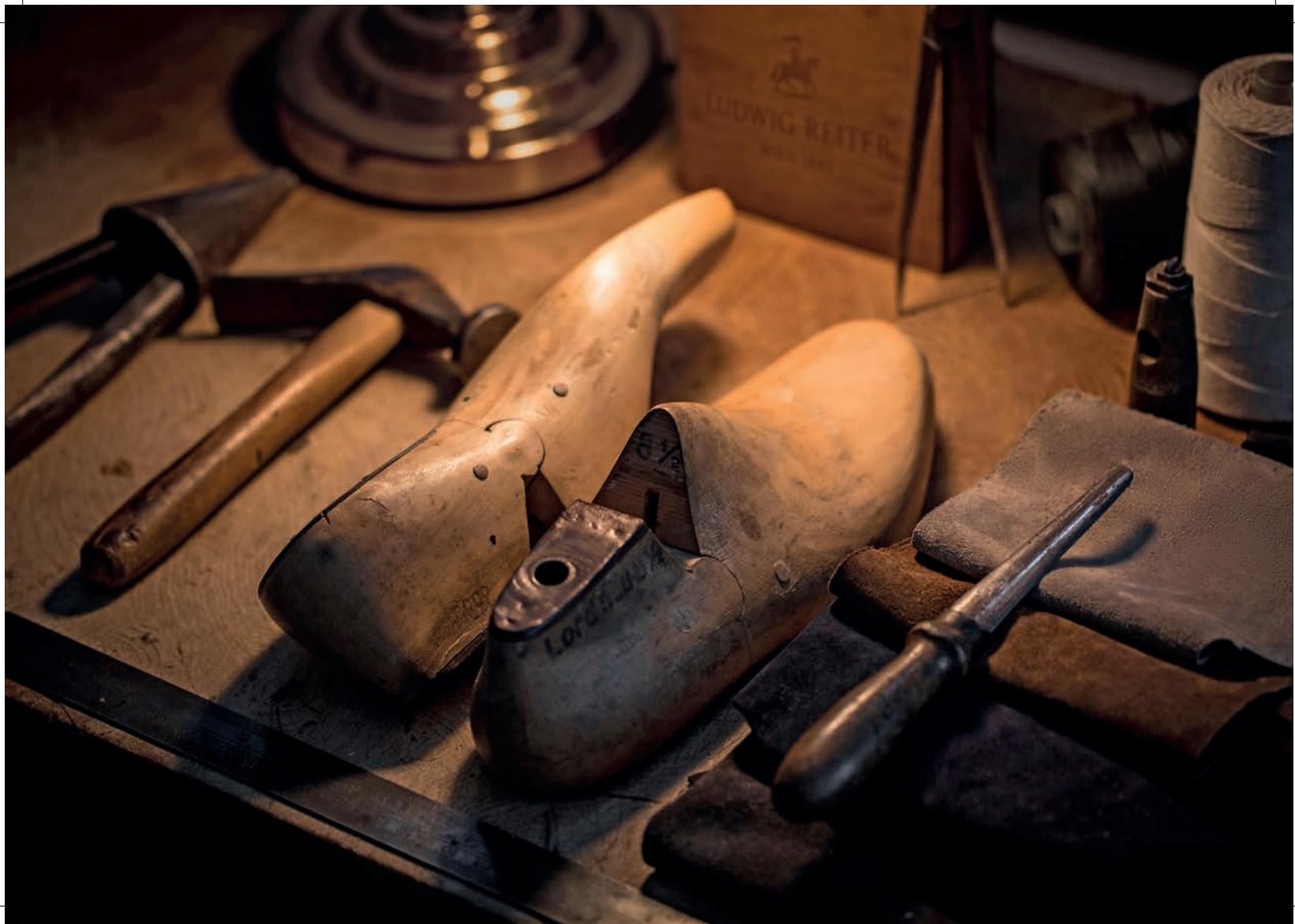


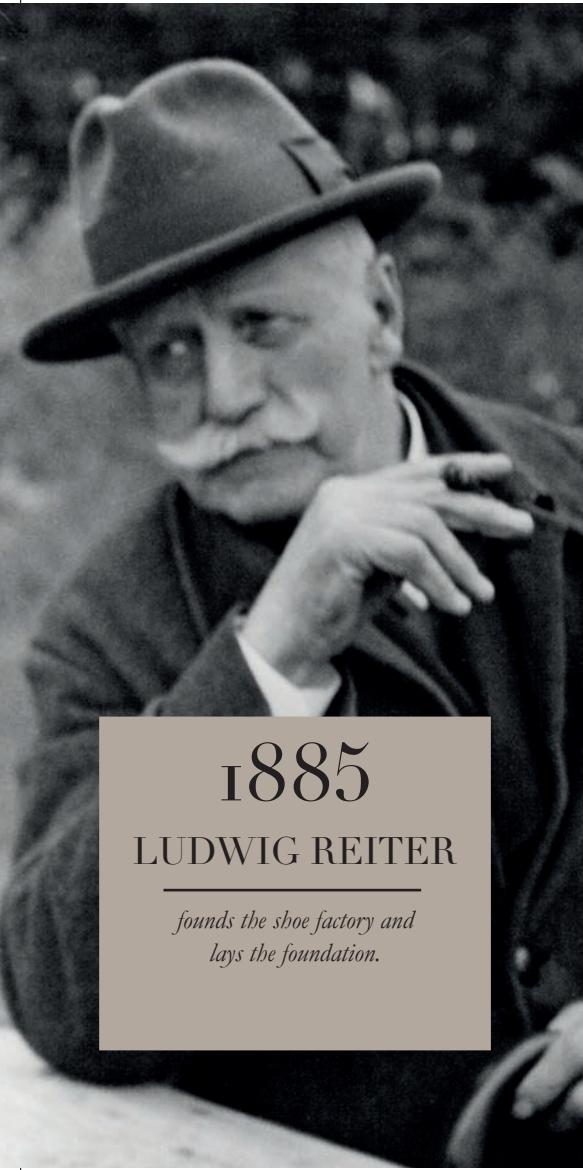
LUDWIG REITER

Companions for life since 1885.



LUDWIG REITER





1885

LUDWIG REITER

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*found the shoe factory and  
lays the foundation.*

The shoe manufactory's history reaches back to 1885 and the company is now run by a family member in the fourth generation. With the formation of his company, shoemaker master Ludwig Reiter lays the foundation for a family business that 130 years later still epitomizes craftsmanship and a love for functional classics.

*Quality takes time.*

Be it the craftsmanship that creates a shoe in no fewer than 300 steps, or the wearing of it through the years, the Reiter shoe is a companion for life.

Traditional manufacturing processes such as the Goodyear method, which was imported by Ludwig Reiter II. from America, are still in use today at the Viennese workshop. As with the production methods, the styles, some of which date back to the Imperial Era, have evolved throughout the company's history.

1902  
GOODYEAR

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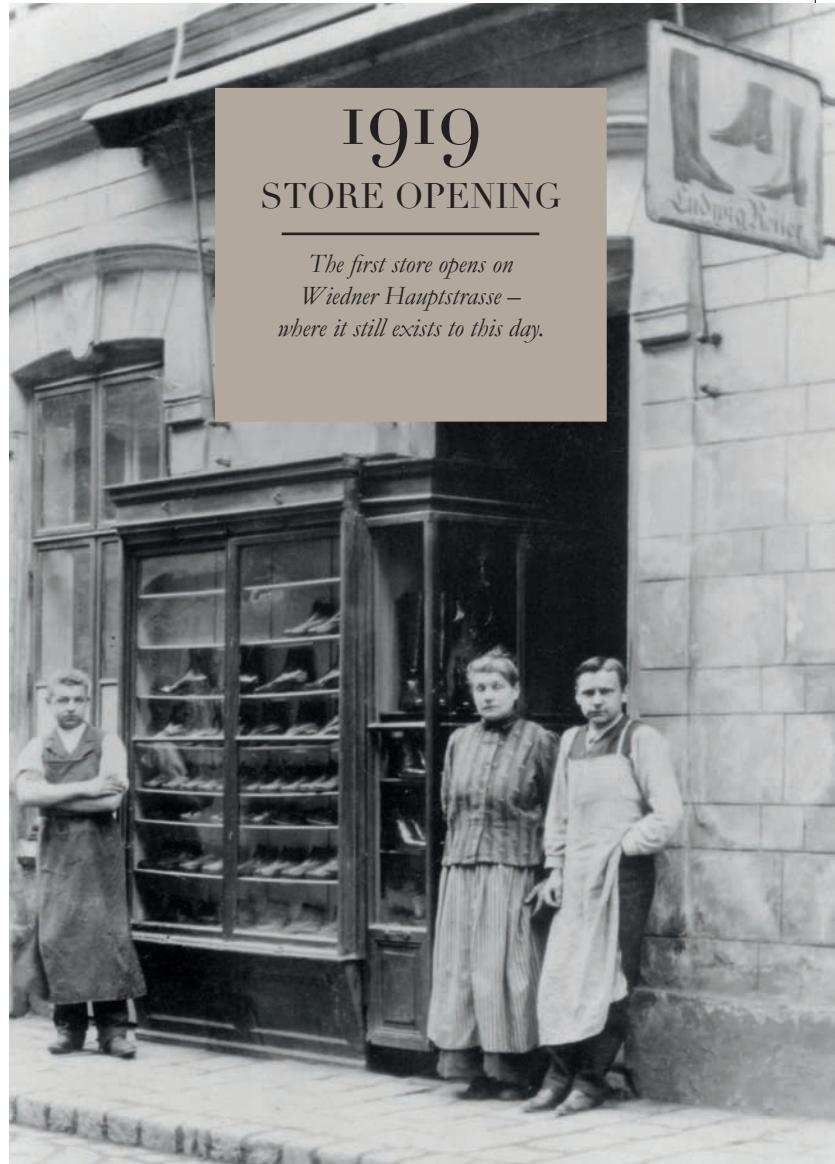
*Ludwig Reiter II. travels to America. He returns to Vienna in 1905 with the Goodyear machine and begins to apply his newly acquired knowledge.*





## 1908 CHELSEA BOOT

As the official outfitter of the Imperial Police Guard, Ludwig Reiter also manufactures the dress shoe for the officer's evening uniforms. This shoe style still exists today in the form of the Chelsea boot and continues to be produced by hand in Austria.



## 1919 STORE OPENING

*The first store opens on  
Wiedner Hauptstrasse –  
where it still exists to this day.*

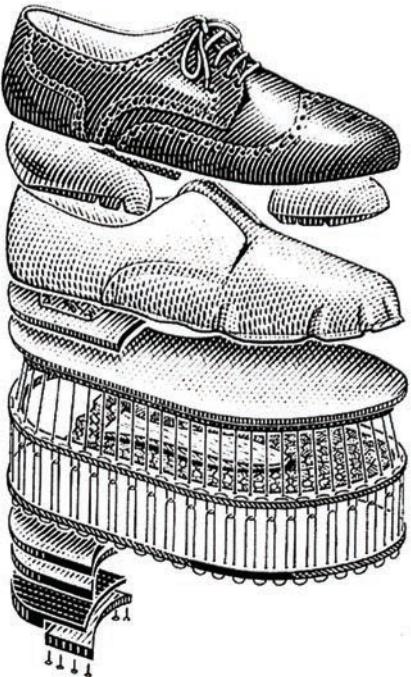


## *from 1921* INDUSTRIALISATION

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*The small workshop grows into a proper shoe factory and the company becomes known as the foremost shoe producer in Vienna with international appeal. Many models from that time are still available today.*



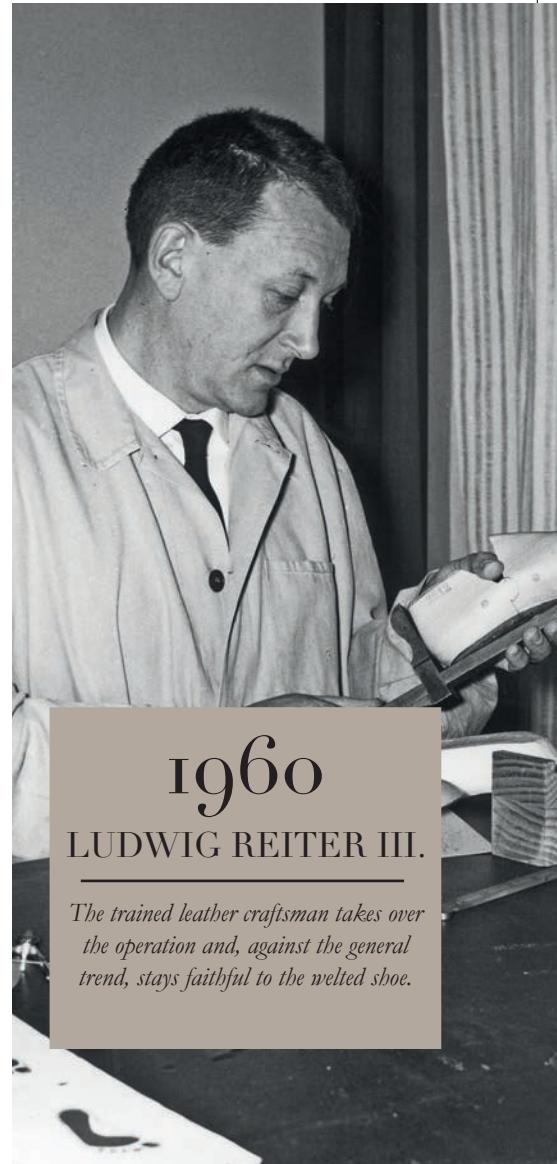


*The customer appreciates Viennese craftsmanship.*

For the creation of a Reiter shoe up to 300 steps are necessary. The oldest machine in operation dates back to 1910 as little has changed in the production process. From the acquisition of leather to the production of the obligatory shoebox, regionalism and sustainability are paid the utmost attention.

*The welted shoe.*

Produced with the Goodyear machine, the welted shoe stands for long durability, repairability and an excellent fit. With this type of shoe the upper and outsole are only indirectly connected via a frame and two elastic stitches, giving the shoes many advantages including superior wearability. Ludwig Reiter is the last factory in Austria to produce welted shoes.



1960  
LUDWIG REITER III.

*The trained leather craftsman takes over the operation and, against the general trend, stays faithful to the welted shoe.*



# THE NEXT GENERATION

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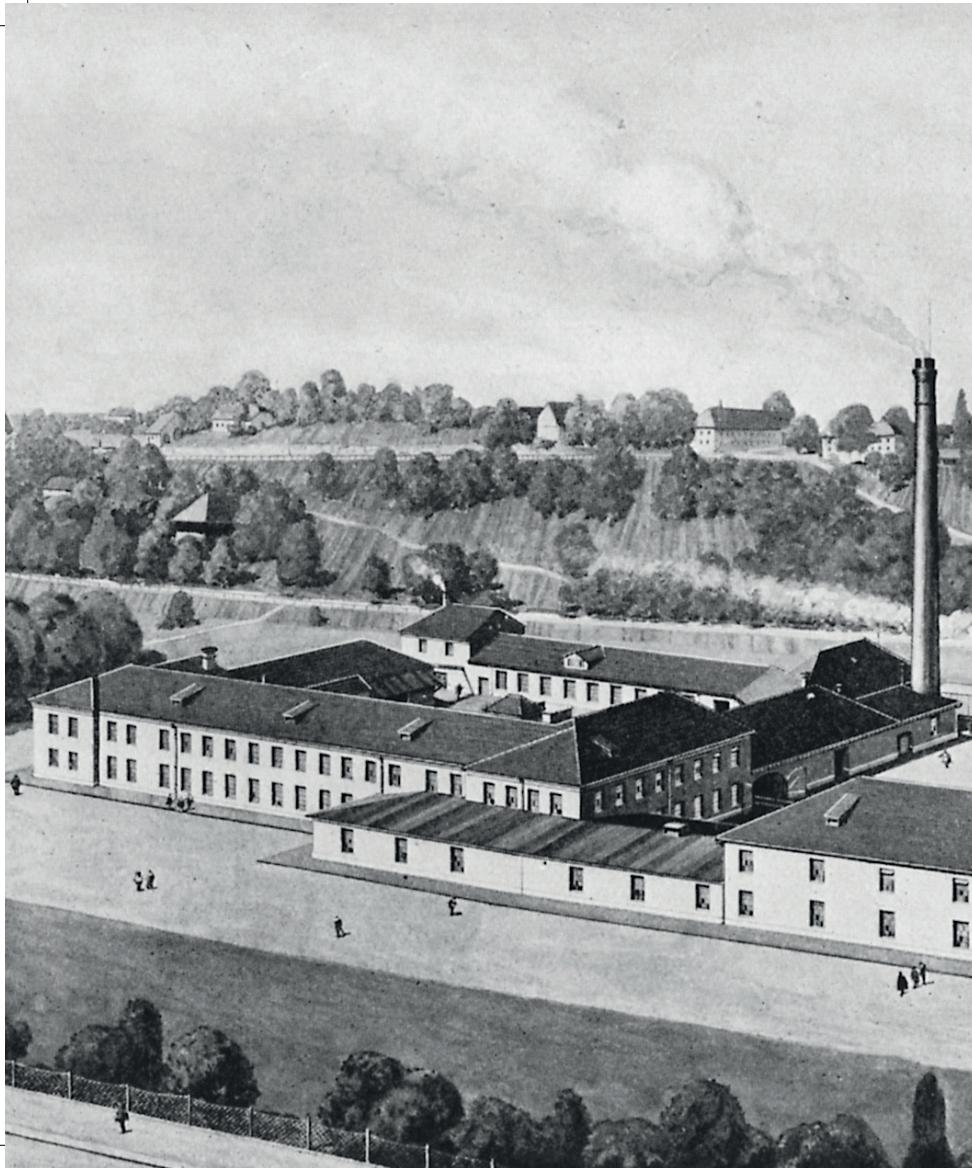
## 1985

100 years after the fouding of the company, the three sons of Ludwig Reiter III. begin to enter the family business.

*from 1985*  
REVITALISATION

*Following the Zeitgeist of the 80's a return to traditional values, craftsmanship and classic shoe models, like the Brogue, takes place.*





## 1992 C. KITZMANTEL

*Ludwig Reiter acquires the C. Kitzmantel shoe factory in Vorchedorf and, along with it, new models and manufacturing techniques. From their origins as work boots and military shoes the popular Maronibrater and Trainer evolve. Austrian designer Helmut Lang sets the stylistic tone.*



# 2000

## SCHULZ

Ludwig Reiter acquires the renowned suitcase business Franz Schulz.

Traditional leather goods, like the hand-sewn Schulz case with its special construction, are integrated into the repertoire of the house.



## INTERNATIONALISATION

*After having opened numerous stores in the German-speaking world, Ludwig Reiter takes a big step towards internationalisation and opens its first boutique in London.*

*Ludwig Reiter leather products are now sold in more than 300 select stores worldwide.*

*Pictures right:  
Drei-Mäderl-Haus in Vienna,  
Hamburg & London*



# 2008

## COUNTRY LIFE

*The former Gutshof Suessenbrunn, an estate with a history dating back to the Renaissance, has gained a new purpose due to its revitalisation as the Ludwig Reiter shoe manufactory.*

*The extensive property now houses 70 employees, who create up to 400 pairs of shoes a week by hand.*



Jamie McGregor Smith



## CUSTOM- MADE

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*Since each pair of Ludwig Reiter shoes is meticulously handcrafted, it is possible to respond to individual requests.*

*The shoes can be customised according to the client's personal tastes. They are then made in just a few weeks in the Viennese workshop.*

# ACCESSORIES

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*Ludwig Reiter also offers an extensive repertoire of bags, leather goods and other handmade accessories.*





*www.ludwigreiter.com*



LUDWIG REITER