



LUDWIG REITER

WIEN 1885

1885

LUDWIG REITER

Opens the workshop and lays the foundation for the shoe manufactory.

140 Years of Craftsmanship

Now run by the fifth generation, the history of the shoe manufactory dates back to its founding year in 1885, when master shoemaker Ludwig Reiter laid the foundation for a family business that, even 140 years later, still stands for true craftsmanship and a love of functional classics.

GOODYEAR

Ludwig Reiter II travels to America and returns to Vienna years later with the Goodyear machine to apply his newly acquired knowledge in the family business.

1902



1908

CHELSEA BOOT

As the official outfitter of the imperial and royal police guard, Ludwig Reiter also produced the dress shoe for the officers' uniform. This type of shoe still exists today in the form of the Chelsea Boot.



We give things the time they need. Up to 300 individual steps go into crafting a single shoe – a process devoted to true craftsmanship. And it is through wearing them that a Reiter shoe becomes a companion for life.

The Viennese manufactory preserves traditional production methods such as the Goodyear-welting process, which was imported from America by the second generation of the Reiter family. Like their construction, the models have evolved alongside the company's history and, in some cases, still reference the imperial era.

“We give things the time they need.”

STORE OPENING

The first store on Vienna's Wiedner Hauptstraße opens.

1919





INDUSTRIALIZATION

The workshop becomes a shoe factory, and the company develops into one of Vienna's leading shoe manufacturers. Many of the models from that time are still available today.

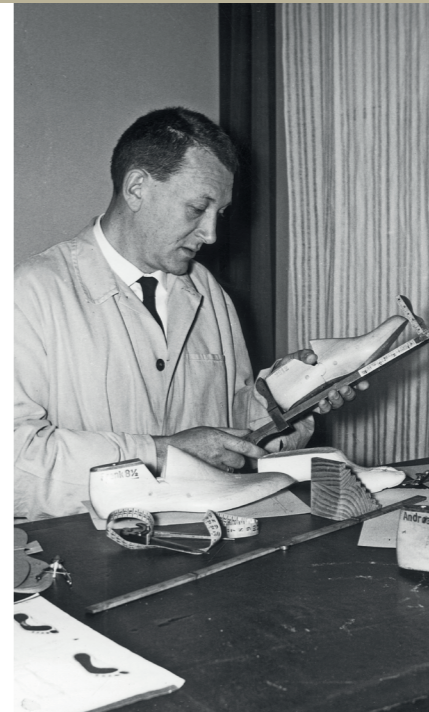
from 1921



“The best way to do business sustainably is to create things that last.”

TILL REITER

Customers value Viennese craftsmanship. Up to 300 steps are required to make a single Reiter shoe. The oldest machine has been in operation since 1910, as the production process has changed very little over the years. From sourcing the leather to the obligatory shoe box, every step emphasizes regionality and sustainability.



THE GOODYEAR-WELTED SHOE

Made using the Goodyear process, it stands for exceptional durability, excellent repairability, and outstanding comfort. In this construction method, the upper and the sole are connected indirectly — via a frame and two flexible stitches. This gives the shoes unique wearing qualities along with numerous other advantages.

Ludwig Reiter is the last factory producing Goodyear-welted shoes in Austria today.

LUDWIG REITER III

The trained leather technician, contrary to the trends of the time, remains loyal to the welted shoe and to production in Vienna.

1961



1985

NEXT GENERATION

A century after its founding, the three sons of Ludwig Reiter III gradually join the family business.

“We don’t rely on handcraft and traditional techniques because we are old-fashioned, but because this time-honored approach still produces the best shoes, even for modern demands.”

TILL REITER

REVITALIZATION

Following the spirit of the 1980s, there is a renewed focus on traditional craftsmanship and classic shoe models, such as the Budapester.

from 1985



1992

C. KITZMANTEL

Ludwig Reiter takes over the C. Kitzmantel work boot factory in Vorchdorf, Upper Austria, gaining new models and production techniques. From work boots and military shoes, the popular Maronibrater® and Trainer styles are developed. The fashion impuls for this comes from a collaboration with Helmut Lang.



SCHULZ

The renowned luggage and leather goods store Franz Schulz is acquired by Ludwig Reiter. Time-honored leather goods, such as the hand-stitched Schulz suitcase with its distinctive construction, are incorporated into the company's repertoire.

2000

Companions for life since 1885.



FÜHRICHGASSE

Ludwig Reiter at Schulz, Führichgasse 6, 1010 Vienna - just a few steps away from the Vienna State Opera.

Ludwig Reiter operates several stores throughout Austria, Germany, and Switzerland.



The former Süßenbrunn estate, whose historic core dates back to the Renaissance, has found a new purpose through the revitalization by the shoe manufacturer Ludwig Reiter. The extensive grounds now accommodate 70 employees who create up to 400 pairs of shoes per week by hand.

2008
COUNTRY LIFE





**“Classics do not flow from a designer’s pen.
Classics are the result of work in a workshop
or factory.”**

ELIO FIORUCCI (translated by Till Reiter)



THE FIFTH GENERATION

Alongside Till Reiter and his brother Uz Potyka-Reiter, the fifth generation is now also actively represented in the company. Anna Reiter-Smith, Magdalena Reiter, and their cousin Joseph Potyka-Zeiler gained valuable

professional and life experience both at home and abroad before joining the firm. This broad foundation brings fresh momentum, new perspectives, and contemporary expertise to the family business.



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