



LUDWIG REITER



SPRING / SUMMER 2022

Dear Companions!

The winter time, when we conceptualised this catalogue, made us focus on the things that were often forgotten in the hustle and bustle of the time.



We and perhaps you too, were at home, with each other, playing cards in the evening and perhaps playing music, talking and reading. We felt transported to a modern Biedermeier.

Comfortably immersed in a book, an old record playing in the background, we dream of adventures from another time. Fancy a game of tennis? Played as elegantly as the 1920! Shall we dance? At the soir ee on the Rive Gauche?

This brochure is meant to suggest the beautiful feeling of 'leisureness', like a modern Biedermeier. You rediscover old passions and contemplate how you can traverse time together with your nearest and dearest, in the most delightful way.

We hope you enjoy browsing through the pages!

Anna and Magdalena Reiter

MATCH POINT

Sportswear is usually bright and multicoloured, elastic, wildly patterned and, in the best case, made from recycled plastic bottles. But what does sports attire look like at Ludwig Reiter? We rely on natural and sustainable materials such as leather and rubber, sophisticated colours and a smart design.

Our trainers are perfect for tennis and badminton, amongst others. What's more, they cut a dashing figure - whether one is more agile in an ankle-length linen pleated tennis dress, as in the 1920s, is a matter for debate. But you would win points for style! With these trainers, you're not only timelessly chic, but will also set lasting trends. Match Point!



TRAINER
Suede, Lavender/White,
BW-Sport Sole White
T.582-VDV-VRP

WOMEN'S BELT
Suede, Lavender
G.132-VDV

TRAINER
Suede, Quarz/Lavender,
BW-Sport Sole White
T.582-VTQ-VDV



ITALIAN GAME

Whether playing chess at Caffè Florian in Venice, strolling through Italian lemon groves or simply enjoying a leisurely 'dolce far niente' - with the Caprese loafers you'll jump 'come il re e la regina'. Made from the finest Italian suede, these loafers cut a charming and timeless elegant figure.





CAPRESE
Suede, Cognac, City Sole Black
S.409-VNM-CS

CAPRESE
Suede, Navy, City Sole Black
S.609-VRN-CS

GOLDEN HOUR

The most beautiful time of day in photography is called 'The Golden Hour'. It is the hour before dawn and dusk, when the light is particularly magical.

Glowing in our new collection are our pumps with matching clutch, made of golden chevreau leather. They are irresistible particularly during the golden hour, but make its wearer shine all day.



PUMPS
Chevreau, Gold
D.8850-NCY

OPÈRA
Chevreau, Gold
N.T761-NCY



MY SOUL IS IN TRIESTE

James Joyce

When you think of Trieste, you think of sun and sea, Italy and Austria, all at the same time and, of course, coffee. Let's sit back, let the aroma of freshly roasted coffee fill our senses, let us hear seagulls squawking and feel transported to the Caffè degli Specchi. At the turn of the century, we would have ridden the 'Südbahn' past the Semmering mountain range, joining James Joyce, Rainer Maria Rilke and Franz Kafka. We are wearing Ludwig Reiter's Triestiner, elegant leather shoes with airy perforations that can be worn without socks, just like the debonaire Italians do. One would love to click one's heels and wish oneself onto the Piazza Grande.

TRIESTINER

Vintage Pullup, Marron, Leather Sole

R.29-RPM.TF-3-S





BEAUTIFUL VIEWS

The Belvedere bag and ballerinas in refreshing lavender, not only make for a pretty ensemble, they also make for beautiful views.

Lavender by the way, is also, according to some renowned fashion and trend oracles, the colour of the year 2022. It is said to emphasise a courageous charisma and stimulate personal inventiveness and creativity.



BALLERINA
Suede, Lavender
D.881o-VDV



Der letzte Schinder

PERSISCHE MALEREI
JAPANISCHE MALEREI

BELVEDERE
Suede, Lavender
N.T772-VDV

THE MIND TRAVELS

'The furthest travels one undertakes, are with ones mind.'

Joseph Conrad

It may be nice to lose yourself in maps and globes while browsing through your library. But when a real adventure calls, the farthest and best way to travel is with good footwear. The Capri and Skipper are probably the most comfortable and reliable companions for worldly travelers.





SKIPPER
Suede, Terra, Boat Sole Ecrú
T.555-VMR.E



CAPRI
Suede, Terra, Boat Sole Ecrú
T.553-VMR.E

WALK LIKE AN EGYPTIAN

It's not just papyrus and the pyramids that we have to thank the ancient Egyptians for. The desert dwellers also brought sandals into fashion. For them, they were of such great importance and value that they joined many a Pharaoh in the afterlife.

Let's do as the Egyptians do, when temperatures rise above 30°C on sweltering summer days: put on light, airy clothes, plus a pair of fine bison leather sandals - with a matching belt, of course.

Incidentally, the bison leather in our shoes comes from Horween, a tannery in Chicago that has been producing the most valuable of leather since 1905. It lasts forever, otherwise would the official footballs of the NFL, the American football Olympus, be made from Horween leather?! So it seems that Ludwig Reiter sandals can also be taken to the afterlife.



MAGHREBINER
Bison, Mocca
S.261-JBD



JEANS BELT
Bison, Black
G.154-JB5

MAGHREBINER
Bison, Black
S.261-JB5

JE NE REGRETTE RIEN

We sometimes dream of being on the Rive Gauche in Paris: dust off the record player, put on the Edith Piaf vinyl and you're in a madly beguiling mood. That special je-ne-sais-quoi that many a French mademoiselle radiates is not for sale, but with the slingback pumps this sophisticated flair is nevertheless assured.





SLING PUMPS
Boxcalf, Ivory
D.8851-BP

COLLEGE OR WALL STREET

The penny loafer is the chameleon among the classics. You see them on elegant men in dapper suits, young rock stars in blue jeans, WASPs and Ivy League students, but above all on sartorially savvy men with a good eye for their individual style. Memories captured in the penny loafer are made to last.



PENNY LOAFER
Patina Calf, Oxblood, Leather Sole
R.41-BPW.LT-3-LR



TOUJOURS MON AMOUR

A lady's handbag is her most cherished companion, they say. Not a day passes without it. Early mornings to the market, on to a sunny park with a 'belvedere', a museum visit followed by afternoon coffee. And in the evening, it accompanies her to dinner, then elegantly on to the opéra.



GLORINETTE SHOPPER
Suede, Navy
N.T716-VRN

CHINO BELT
Suede, Navy
G.184-VN



OPÈRA
Chevreau, Gold
N.T761-NCY

BELVEDERE
Suede, Lavender
N.T772-VDV



PRESERVING THE FIRE



LUDWIG REITER III (1925 – 2019)

'Tradition is not the worshipping of ashes, but preserving the fire.'

Gustav Mahler

We fondly remember our grandfather. We owe a lot to his business acumen, but also to his 'gemütlichkeit'. Stories about this always make us smile: for example, while other large companies moved their production from Europe to Asia, he remained loyal to his home country. Why? He preferred early morning stalks and lunchbreaks followed by naps at home to long journeys abroad. His love of convenience has turned out to be a real stroke of luck, because today Ludwig Reiter can claim not only a long tradition, but also local production, craftsmanship and high-quality manufacturing processes.

We, as a family, are as involved as ever in the process of creating our shoes. After Ludwig Reiter III took over the business from his father in 1960, he successfully expanded and opened new stores, and the company developed into one of the most renowned shoe manufacturers in Austria. As a result, his business was able to employ 200 people in 1966.

He held on to the Goodyear technology brought to Austria from the USA by his father Ludwig Reiter II, and even today all the tried and tested Ludwig Reiter shoe styles are crafted using this method.

The history of the company follows the classic course of a family business: the first generation founded, the second industrialised, the third - in the case of our grandfather - did not gamble it away, but preserved, and we, now the fifth generation, are pleased to be able to follow in his footsteps and walk into the future with Ludwig Reiter shoes on our feet.



GENIUS LOCI

The store in the city centre of Graz, renovated in 2020, is not only located in a historically significant building, but also in the very quarter where leatherworkers, tanners, furriers and shoemakers settled in the 15th century. It is a special pleasure for us, that with Ludwig Reiter we can continue this century old tradition.

The house in which the shop is located was first mentioned in a historical deed in 1405 and is one of the most important Renaissance buildings in Graz. The so-called Sackstraße, in which it is located, is also of historical significance. It is the oldest street in the city that still exists today.



The leather furniture shown is made in our workshops in Vienna and is available to order. For further details, please contact your local Ludwig Reiter store.





LUDWIG REITER

AUSTRIA

Vienna I, Mülkersteig 1	+43 1 533 42 04
Vienna I, Führichgasse 6	+43 1 512 61 46
Vienna XXII, Weingartenallee 2	+43 1 2559 300-61
Salzburg, Goldgasse 3	+43 662 870 580
Graz, Sackstraße 12	+43 316 825 416
Kitzbühel, Bichlstraße 26	+43 5356 65004

GERMANY

Berlin, Kurfürstendamm 50	+49 30 886 81 776
Hamburg, Hohe Bleichen 19	+49 40 357 12 930
Düsseldorf, Grabenstraße 1A	+49 211 323 91 10
Frankfurt, Schillerstraße 14	+49 69 282 066
Munich, Burgstraße 8	+49 89 943 01 370
Stuttgart, Münzstraße 3	+49 711 722 318 38
Cologne, Ludwigstraße 2-6 (Franchise)	+49 221 272 496 05

SWITZERLAND

Zurich, Wühre 17	+41 43 497 24 94
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