



LUDWIG REITER

WIEN 1885



SPRING – SUMMER 2012



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## NEW SPIRIT WITHIN OLD WALLS

THE DREI MÄDERL HAUS IN VIENNA, THE CUVILLIÉS HAUS IN MUNICH, AND THE HOHE BLEICHEN IN HAMBURG: MANY OF OUR STORES ARE LOCATED IN HISTORIC BUILDINGS; SOME EVEN LISTED.

THE IDEA IS TO RETAIN THAT WHICH IS ANCIENT AND WORTHY OF PRESERVATION AND TO CAREFULLY ADAPT IT FOR CONTEMPORARY NEEDS AND THEREBY TO ENDOW IT A NEW FUNCTION.

ULTIMATELY LUDWIG REITER'S LEITMOTIF IS „**THE FUTURE OF TRADITION**“ – NOT ONLY FOR THE MANUFACTURE OF SHOES BUT ALSO FOR THEIR PRESENTATION.

## RARE GEM

WHETHER THE BUILDING CALLED DREI MÄDERL HAUS REALLY DERIVES ITS NAME FROM THE CHARMING DAUGHTER OF A VIENNESE BURGHES FAMIL ALLEGEDLY WORSHIPPED BY FRANZ SCHUBERT – OR EVEN A SALONNIÈRE OF DUBIOUS REPUTATION – REMAINS A HISTORICAL MYSTERY. WHAT IS CERTAIN: THE LISTED BIEDERMEIER BUILDING ERECTED IN 1803 AND LARGELY RETAINED IN ITS ORIGINAL FORM IS A RARE GEM OF CULTURAL HISTORY. THE DREI MÄDERL HAUS STANDS ON THE RUINS OF THE FORMER VIENNA CITY WALL, THE MÖLKER BASTEI – NAMED AFTER THE COURT BELONGING TO THE MELK MONASTERY THAT ONCE LAY BEYOND THE WALL.



*Vienna, Drei Mäderl Haus, Mölkersteig 1*



# YOU LOVE THE CLASSICS?



WIENER. Ludwig Reiter's interpretation of the classic full brogue: Derby form with open lacing, straight cap with rosette perforation ("Bout Fleurie"), lyre broguing on the seam edges, antique calf, elegant Salzburg lasts with long forefoot, leather lining, welted, leather soles with sewn rubber protective soles attached.

013-BPM.RF-17

# AT EVERY FURLONG



DERBY. The carls of Derby not only inspired the most famous horserace in the world, they also lent their name to this sober, elegant original form of the lace-up shoe: comfortable, open lacing, box calf, Salzburg lasts with slender, long forefoot, leather lining, welted, leather soles with sewn rubber protective soles attached.

020-BAK.RF-17

# PROFANE HABIT



KAPUZINER. Strap and buckle on the side, this monk shoe cites the stylistic elements of monks' sandals. Sumptuous shell cordovan lends impressive elegance, at the same time preserving the simple and sober form – the spirit of the Capucins, after which this model is named. Vienna lasts, welted, leather soles.

312-CPD.WF-1

# ALMA MATER CALCEOLARII



LOAFER. First worn in the 1930s by the students at North American Ivy League colleges, sporty, informal slip-on shoes of sumptuous shell cordovan, laboriously made with hand-sewn moccasin seam on the vamp, loafer lasts, leather lining, welted, flexible leather soles.

349-CPW.LF-13

# ACADEMIC RITUALS



OXFORD. This strict and elegant lace-up, very English shoe was popularised by Oxford university students around 1850: Vamp with closed lacing, formal, black box calf, English lasts with flat instep and long forefoot, leather lining, welted, flexible leather soles.

215-BCS.PG-13

# A SUMMER WITH SLATIN



SLATIN PASHA\*. Summery light, breezy gentleman's shoe made of elaborate woven leather – Egyptian weave – welted, elegant Salzburg lasts (slender, long forefoot), leather lining, oiled leather soles.

024-FAD.RF-14

*\*Honorary title of the Viennese officer Rudolf von Slatin, who served in the Anglo-Egyptian army from 1879-1914.*

## MEDIEVAL SHOPPING MILE

IN ORDER TO TAME THE LIMMAT FLOWING THROUGH ZURICH AND PROTECT THE HOUSES OF TANNERS, FISHERMEN AND SEAFARERS FROM THE RIVER, AN EMBANKMENTS AND WEIRS – IN MIDDLE HIGH GERMAN CALLED “WÜERE”.

THE HOUSE WÜHRE 9, HALF WAY BETWEEN THE CITY HALL AND THE MÜNSTER BRIDGE, IS EMBEDDED IN A **HISTORIC ENSEMBLE**, MARKED BY THE FRAUMÜNSTER CHURCH, THE GUILDHALL “ZUR MEISEN” AND THE ST. PETER CHURCH. HERE IN THE 19<sup>TH</sup> CENTURY ELEGANT SHOPS WERE ESTABLISHED IN THE MIDST OF THIS MEDIEVAL SETTING BY GOLDSMITHS, BOOKSELLERS, TAILORS, MILLINERS, AND – SHOEMAKERS.



*Zurich, Wühre 9*





# SHOPPING WITH NEFERTITI



MINIMARKET. Self-confident, charming handbag made of woven calf's leather ("Egyptian weave") in navy blue, magnetic closure, nickel karabiner and eyelets, cotton jacquard lining, inner pockets with zipper. 31 x 26 x 16 cm.

T745-FAN

# HAPPY GO LUCKY



BALLERINA. More elegant than sneakers and more comfortable than high heels. Ballerinas made of navy blue woven leather, in "Egyptian weave", breathable leather lining, leather soles.

8984-FAN

# LEATHERY SAVINGS



**PENNY LOAFER.** Elegant, relaxed ladies' slip-on in moccasin form with string seam and typical slit in the shank strap – to save the last penny. Soft velour, Vienna lasts (slender, long forefoot), flexibly sewn, leather lining, leather soles with rubber inserts.

741-VST-LI

# SMART & SOPHISTICATED



**CITY BAG.** The “English thoroughbred” of handbags, Togo grain (shrinked calf leather) in summery fresh white, ingenious, multiple nested press locks, outer and inner pockets with zipper, cell phone pocket. 32 x 25 x 15 cm.

T673-STE

# THE LADY IS A TRAMP



LADY KATIE. Nonchalant handbag made of supple velour, water buffalo leather handle, decorative topstitch seams, leather reinforced bottom edges, zipper, cotton jacquard lining, 45 x 40 cm.

T748-VT

# A DANCE WITH AUDREY



BALLERINA. The ballerina, developed from the classic ballet shoe by the Italian-American Salvatore Capezio, was made famous by Audrey Hepburn in the 1950s: here made of fine velour, breathable leather lining and leather soles.

8980-VT

# ORIENT EXPRESS



**PANTOLETTE.** Elegant, contemporary interpretation of the slipper originating in the Orient; arriving in Europe via Constantinople in the 15<sup>th</sup> century. Breezy and light, soft calf's leather, velour inner soles, leather outer soles, striking buckle.

8912-BT

# CHERCHEZ LA FEMME!



**SLING PUMPS.** Feminine & fashionable; exquisitely crafted, fancy shoemaking, upper leather composed of fine, tobacco-coloured velour, breathable leather lining and leather soles, 4 cm leather heels.

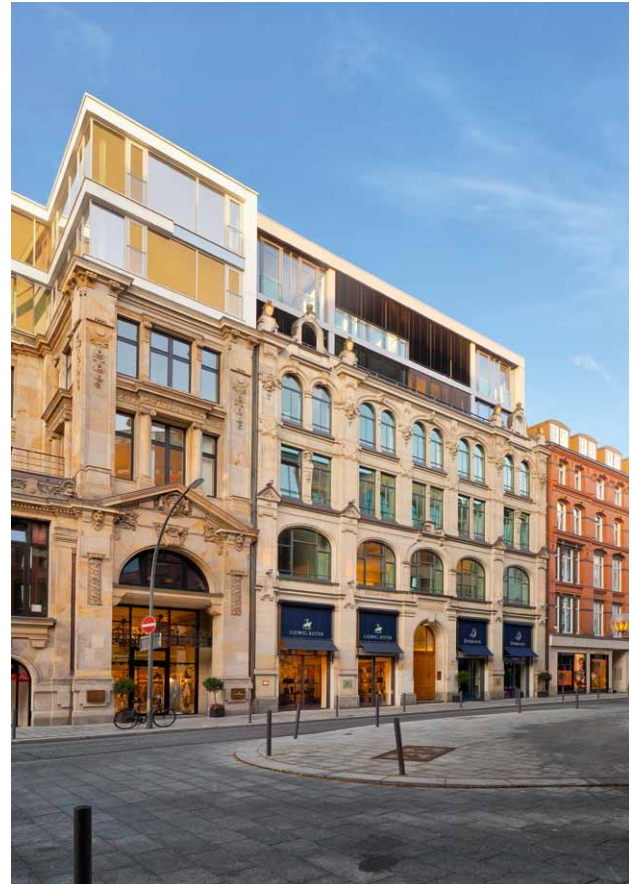
8922-VT

## FROM CLOTHES TO SHOES

TODAY, WHERE CLOTHING WAS  
ONCE BLEACHED, THERE STANDS  
THE “LUDWIGSHOF” (SIC!).

CHARACTERISTIC FOR THIS  
**HAMBURG COMMERCIAL BUILDING**  
ERECTED IN 1898 IN THE TURN-  
OF-THE-CENTURY STYLE – IS THE  
HISTORIC SANDSTONE FAÇADE,  
LISTED AFTER RESTORATION IN  
2007. THE OFFICE AND COMMERCIAL  
BUILDING IN THE HEART OF THE  
HANSEATIC CITY HAS RECOVERED  
ITS FORMER PLACE AS A SUITABLY  
DISTINGUISHING EDIFICE ALONG  
THE STREET.

THE NAME OF THE STREET SINCE  
THE 18<sup>TH</sup> CENTURY, HOHE BLEICHEN,  
RECALLS THE FORMER HIGH  
BLEACHING GROUND NEARBY, WHICH  
LAY HIGHER TOPOGRAPHICALLY  
THAN THE GROSSE BLEICHEN (GREAT  
BLEACHING GROUND).



*Hamburg, Hohe Bleichen 19*



# NOT FOR LANDLUBBERS



ADRIATIC. Summer light, ankle-high sailor's shoes, supple velour, foot-friendly leather lining, sidewall stitched, white rubber deck soles.

557-VST

# AYE AYE, CAPTAIN!



SKIPPER. Sports and sailing shoe made of supple velour, leather lining, hence pleasant to wear barefoot, sidewall stitched, white rubber deck soles. Here appropriately in navy blue but also available in tobacco.

555-VSN

# CRÊPE NOT GRASS



**ESPADRILLO.** A summer slip-on shoe with its roots in the Catalan-Majorcan folk costume, the soles of which were originally made of the esparto grass from which its name derives, is made here with crêpe soles instead. Soft buckskin leather, jute ribbon, leather lining.

501-NBT

# FROM GRANADA TO GIBRALTAR



**ANDALUSIER.** Feather-light, leisurely summer lace-up shoe of velvety buckskin leather, also comfortable to wear barefooted, jute ribbon all around, leather lining, non-slip crêpe soles.

500-NBN

# COACHING ZONE



**TRAINER.** Comfortable and casual retro-style sports shoe model, supple velour leather, reinforced toecap and sides, leather lining, ivory army training soles. In new colour combinations, sparkling blue/tobacco and tobacco/grey.

512-VSB-VST

512-VST-VLQ

# THE BIG FISH IN THE POND



**DOCKSIDER.** Maritime, adventurous summer shoe made of velvety buckskin leather, moccasin form, leather shoe ribbons, leather lining; also comfortable to wear barefooted, boat-deck fit, white crêpe soles.

552-NBN



## TOWN HOUSE AND BAROQUE GEM

THE CUVILLIÉS HOUSE IS AMONG THE OLDEST AND HISTORICALLY MOST SIGNIFICANT TOWN HOUSES IN MUNICH: FIRST MENTIONED IN THE MUNICIPAL RECORDS IN 1342, WITH A LATE GOTHIC CORE, EXPANDED IN THE 16<sup>TH</sup> AND 17<sup>TH</sup> CENTURIES AND GIVEN A BAROQUE FAÇADE.

THE HOUSE WAS RESTORED TEN YEARS AGO AND IS NOW A LISTED BUILDING, NAMED AFTER ITS MOST FAMOUS RESIDENT, THE FRENCHMAN **FRANÇOIS DE CUVILLIÉS** (1695-1768).

AS ARCHITECT AND ARTIST IN THE SERVICE OF THE BAVARIAN PRINCES PALATINE, HE BUILT AMONG OTHER THINGS THE AMALIENBURG IN THE NYMPHENBURG PALACE PARK.



*Munich, Cuvilliés-Haus, Burgstrasse 8*



# HEURIGER OUTING



WACHAUER. Robust, masculine lace-up model in the Norwegian form with typical, turned-out seams on the forefoot, sturdy pull up cowhide in vintage look, Hungarian lasts (comfortable ball width), flexibly sewn, leather lining, all-terrain soles.

138-RPD

# CASUAL ON CAMPUS



OXFORD. Informal lace-up model made of sturdy pull up cowhide in vintage look, typical Oxford vamp slit with closed lacing and straight cap, welted, Prague lasts (short forefoot, high instep, comfortable width), leather lining, oiled leather soles.

015-RPD-LZ

# VICKY, JOHN & MICK



**CHELSEA BOOT.** In 1837, Joseph Sparkes Hall, one of Queen Victoria's bootmakers, developed the elastic-sided boot that became the half-boot popularised in 1960s London by John Lennon, Mick Jagger et al. Soft velour, comfortable elastic insert, pull loops, Vienna lasts, flexibly sewn, leather lining, leather soles with rubber inserts. For ladies.

771-VST-7

# MR. COOL



**TRAVELLER.** Sporty-casual, ankle-high lace-up shoes with unornamented vamp – just as Steve McQueen liked to wear them. Supple velour, English lasts with flat instep and long forefoot, flexibly sewn, leather lining, oiled leather soles.

370-VST

## ENDOWMENT & SHIP'S BOW

OPENED IN 1919 BY LUDWIG REITER II, THE STORE IN VIENNA'S WIEDNER HAUPTSTRASSE IS OUR OLDEST. THE BUILDING RESEMBLES A MIGHTY SHIP'S BOW WITH ITS ORIGINAL FAÇADE, ERECTED IN 1845 BY CARL SCHRÖDER – A TYPICAL EXAMPLE OF VIENNESE ARCHITECTURE ON THE EVE OF THE 1848 REVOLUTIONS THAT DEVELOPED INTO THE URBAN APARTMENT HOUSE.

THE WIEDNER HAUPTSTRASSE HAS ONLY BORNE ITS CURRENT NAME SINCE 1862 – RECALLING THE MEDIEVAL ENDOWMENT – “WIDEM” – A NEARBY HOSPITAL FOR THE POOR MAINTAINED BY THE ORDER OF THE HOLY SPIRIT.



*Vienna, Wiedner Hauptstrasse 41*



# EMBASSY SECRETARY



**SMART PHONE POUCH.** Analogue holder for the digital folder: a gem of the bag-maker's craft, made from the equally precious as well as rare and laboriously tanned shell cordovan, impeccably finished, leather lining. 12.5 x 8 cm.

T824-CPK

# FROM HERE TO ETERNITY



**AGENDA.** Leather case for extremely long service, best shell cordovan; very rare horse leather – tanned and prepared in six months of elaborate manual labour, sewn carefully by our bag-makers. Zipper, numerous inner pockets, leather lining. 34 x 25 x 2 cm.

T336-CPM

# HIP SWING



**CHINO BELT.** Sporty belt made of fine velour; ideal for informal summer wardrobe, such as chinos, those light cotton trousers first worn by the US Army in the late 19<sup>th</sup> century. The name comes from the original fabric supplier – China. 3.5 cm wide, cowhide lined, chrome-plated buckle. In navy blue and tobacco.

G184-VN

G184-VT

# ROUNDAABOUT



**LEATHER BELT.** Classic and simple no nonsense belt, for jeans, chinos, shorts; made of sturdy 3 mm thick, vegetable tanned cowhide, carefully sewn by our belt-makers; 3.5 cm wide, chrome-plated saddle strap buckle. In cognac and chestnut.

G150-M

G150-C

# LUDWIG REITER STORES

## AUSTRIA

Vienna I, Mölkersteig 1	+43 1 533 420 422
Vienna I, Führigasse 6	+43 1 512 61 46
Vienna IV, Wiedner Hauptstraße 41	+43 1 505 82 58
Linz, Spittelwiese 7	+43 732 77 34 57
Gmunden, Austria am See	+43 7612 62 171
Salzburg, Linzer Gasse 62	+43 662 870 580 11
Graz, Schmiedgasse 20	+43 316 82 54 16
Klagenfurt, Herrengasse 6	+43 463 50 86 64

## GERMANY

Berlin, Kurfürstendamm 50	+49 30 886 81 776
Hamburg, Hohe Bleichen 19	+49 40 357 12 930
Düsseldorf, Königsallee 6-8	+49 211 32 39 110
Cologne, Pfeilstraße 19	+49 221 258 57 80
Frankfurt, Rathenauplatz 1	+49 69 28 20 66
Munich, Cuvilliés-Haus, Burgstraße 8	+49 89 943 013 70
Stuttgart, Calwer Straße 27	+49 711 722 318 38

## SWITZERLAND

Zurich, Wühre 9	+41 43 49 72 494
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## CHINA

Ludwig Reiter Beijing, Jinbao Place Store 212 A	+86 10 847 20 815
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# LUDWIG REITER AUTHORISED DEALERS

## GERMANY

Peters	D-48143 Münster, Bogenstraße 15-16
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## ITALY

The Store	30124 Venezia 4260/B San Marco
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## NETHERLANDS

M. Bech Shoes	2514 GD Den Haag, Noordeinde 91
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## USA

Massbizz Store	10014 New York, 433 West 14 <sup>th</sup> Street
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LUDWIG REITER

WIEN 1885



