



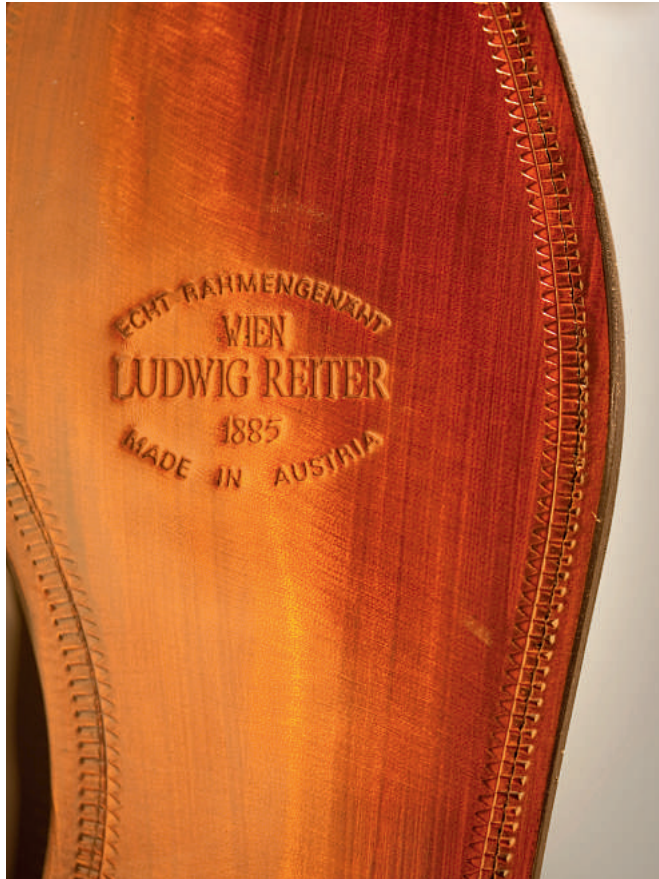
LUDWIG REITER



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TRADITION

... lives from continuous regeneration

THE FUTURE OF TRADITION

At Ludwig Reiter tradition is not conservation for its own sake. Rather it is living change: based on the Viennese shoemakers' art, unaltered high quality demands, and artisan production techniques the product range is expanded continuously while traditional models and style elements are reinterpreted and carefully adapted to contemporary purposes and customer desires.

The use of historical buildings such as the Süssenbrunn Manor for production and the listed buildings for stores serves to conserve what is worth preserving while at the same time lending it a new and modern function.

This is all expressed in Ludwig Reiter's leitmotif: "The future of tradition".



Süssenbrunn Manor in Vienna: where production of Ludwig Reiter shoes was relocated in 2011.

TIME TRAVEL

In 1885, Ludwig Reiter I, the master shoemaker from Bohemia, established a workshop in Vienna. In the 1920s, Ludwig Reiter II transformed the firm into a small shoe factory that made a major contribution to the international reputation of Viennese shoe-making arts.

In the 1960s, Ludwig Reiter III, expanded the firm, making it one of Austria's most renowned shoe producers. The 4th generation of the family introduced successful diversification and modernisation of the product range in the 1990s. In 2011, the company moved into the renovated Süssenbrunn Manor in Vienna. There some 60 employees produce about 30,000 pairs of shoes annually.

Today Ludwig Reiter—the only factory for welted shoes in the German-speaking region—is managed by the 4th and 5th generation.



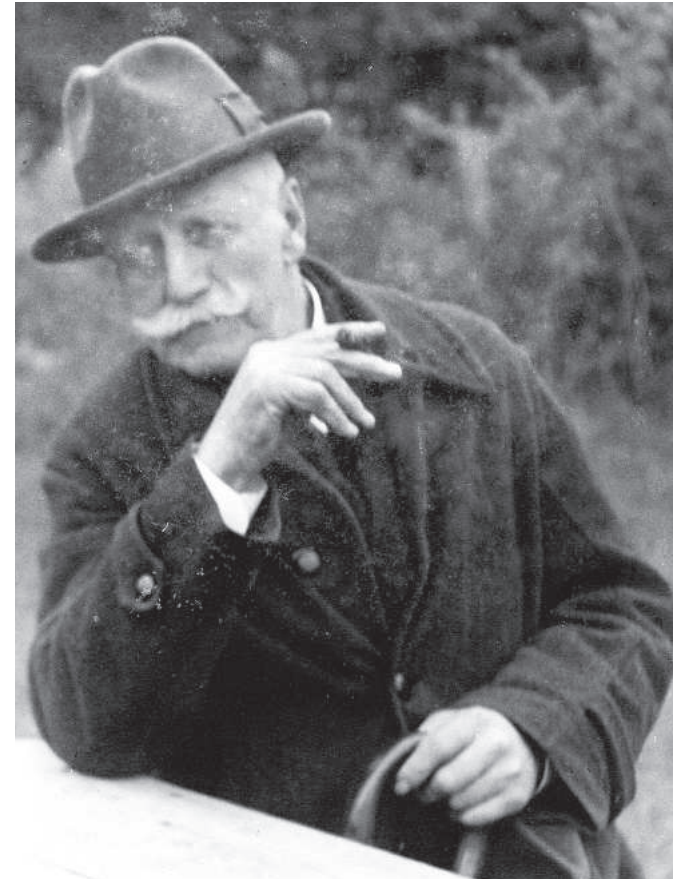
Ludwig Reiter II (3rd from left) and employees.



The fourth generation: Lukas, Till and Uz Reiter.



LUDWIG REITER



PERSONALITY

Company founder Ludwig Reiter I.



LUDWIG REITER

MADE IN AUSTRIA



Since the company was founded in 1885, Ludwig Reiter products have been manufactured in Vienna. This means staying “as close as possible” to its customers, delivering high quality products and service: This spatial proximity lends sincerity and plausibility to the production process, favours product development, allows high flexibility and rapid response, such as in the case of small production runs and special requests, eases services like repair and “custom-made” orders according to individual customer specifications (p. 12/13).

In addition the Vienna – Süssenbrunn location offers Ludwig Reiter employees, high standards both in terms of social and labour conditions as well as a pleasant working environment. And: The valuable know-how accumulated over decades remains in Austria.

TRADITION & MODERNITY

Manufacturing at Süssenbrunn in Vienna



Shoe production in the former stables of Süssenbrunn Manor.

WELTED

Keeping to the company's tradition, a classical Ludwig Reiter shoe is welted using the Goodyear method in between 200 and 300 steps. This artisan method remains the best way to give the shoe both mobility and stability. In this method the upper leather and the leather insole are first sewn together with a continuous leather band—the welt (single stitching). Only then is the welt connected to the sole (double stitching).

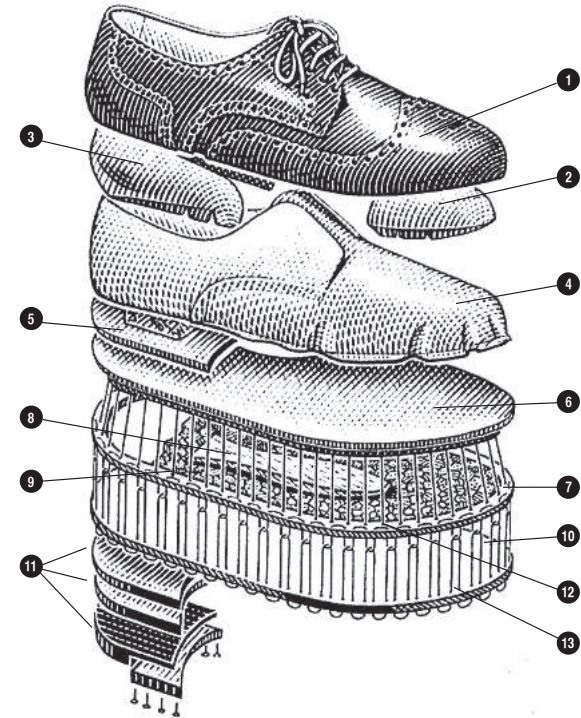
Thus the upper part of the shoe and the outer sole are connected not directly but indirectly, and hence flexibly, with each other. This means the shoe can follow flexibly the foot's complex movement when walking. The cork filling, wooden shank and leather lining all help assure great comfort and ease in wearing.



A genuine welted shoe is created through between 200 and 300 distinct steps.



LUDWIG REITER



- 1 Upper (vamp)
- 2 Toecap
- 3 Counter
- 4 Leather lining
- 5 Heel cushion
- 6 Leather insole
- 7 Welt
- 8 Wooden shank
- 9 Cork filling
- 10 Leather sole
- 11 Leather-ply heel
- 12 Single stitching
- 13 Double stitching

QUALITY

Construction of a typical Ludwig Reiter shoe



LUDWIG REITER

CUSTOM MADE



Derby



Budapester



Half Brogue



Norweger



Kapuziner



Loafer

INDIVIDUALITY

Choose among some 40 models of welted shoe made to fit your personal taste.

A Ludwig Reiter shoe is handmade. There are no mass produced parts and no assembly line, the smallest production unit is *one* pair. Therefore the wishes of customers who want to give their shoe a very personal touch, can be fulfilled flexibly: a “custom-made” order is a Ludwig Reiter shoe produced according to the customer’s personal specifications, a unique combination of model, last, upper and sole. It is produced within a few weeks (for a small surcharge) after intensive advice and personal fitting at one of the 14 Ludwig Reiter stores.

About 40 different models of welted shoes—on 9 lasts for women resp. 15 for men—can be offered as the basis for a “custom-made” order.



A “custom-made” shoe is produced according to customer specifications: i.e. a combination of model, last, leather, and sole as desired.

APPLIED SHOEMAKER ARTS



LUDWIG REITER

Ludwig Reiter not only produces welted classic dress shoes. But also a broad range of shoes for informal occasions, such as the internationally-successful “Maronibrater”, based on the felt-trimmed, fur-lined, non-skid work boots worn by lumberjacks and farmers.

Meanwhile a series of high quality, handmade “Old school” athletic and recreational shoes has become a recent tradition: Foremost among them is the “Trainer”, developed from an Austrian military athletic shoe of the 1970s, a model appealing to the fashion demands of many customers.



Polo



Maronibrater



Trainer



Espadrillo



Jodhpur



Traveller



Adriatic



Skipper



LUDWIG REITER



CHARACTER

... more pronounced with maturity

LEATHER CRAFT

Ludwig Reiter's enormous artisan capability and many years of experience in working with leather is also exhibited in the variety of ladies handbags, briefcases, travel bags and athletic bags as well as accessories like belts, purses, and small cases, etc.



Bridle leather briefcase



City Bag, calf leather



Hand-stitched briefcase



Rugby Bag, horse leather

LUDWIG REITER STORES

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