



HÖGL

SPRING/SUMMER 2023

NEWS

FEELS LIKE SUMMER

In fashion, a time of understatement is now followed by a season full of glamour and joie de vivre. In the spotlight: everyone's individual style-consciousness, and our feminine strengths. It's all about self-fulfilment, authenticity and liking what you see when you look in the mirror. In keeping with this spirit, we are inspiring you with an overdose of glamour, sexiness and finesse. Iconic shapes merge with forward-looking fashion-consciousness. Sophisticated materials play with extravagant finishes. Prestigious decorative elements and elaborate details are responsible for the star factor. Look forward to a collection that is characterised by an appreciation of craftsmanship. Timelessly beautiful and sustainable, it makes an individual statement

GO FOR GLOW

Athletic image, shiny character. Kinetic energy is injected into sneakers and propels them to the fashion top spot. The platform sole sneakers "Illusion" are made from super-soft certified leather in the shiny metallic shade "Light Bronze"

TIMELESS DESIGNS WITH EYE-CATCHING IMPACT



SUNDOWNER

The virtuoso staging of a colour reflects the timeless beauty of a perfect design language. Our slingback pumps "Boulevard 70 SL" feature a flowing and iridescent "dégradé" fade effect in lilac and pink inspired by the sunset and have a show star quality 24/7

PREPPY PINK

Fashion formula for irresistibly beautiful statement pumps: an oversized silhouette, striking square toes, flared block heels and an XL gold-coloured emblem. Our pumps "Madeleine" are made of soft and cosy lambskin leather with a subtle shine. Shown here in one of this season's trendy colours: an intense azalea pink



POOLSIDE

HÖGL SHOE LOVE

Contemporary glamour.
The new Högl collection
pays homage to elegance,
and reflects a commitment
to quality and sustainability

Never before has the longing for beauty and glamour been greater. What is new is that there are no longer any rules, and therefore also no conventionalities. Anything goes. The only applicable fashion diktat is a willingness to experiment. What could meet this requirement better than a perfectly curated selection of designs that give the female imagination almost completely free rein? One trend was already on the horizon last autumn/winter: the comeback of elegance makes pumps the "flavour of the year". They were omnipresent at all fashion shows. To take everyone's own individual sense of style into account, we are celebrating this key piece on a scale not seen

before. The spotlight is on dizzyingly high platforms, kitten heels, stilettos or rounded toes in all shapes and colours. One absolute highlight: our classic designs, in the form of pumps or slingbacks, or featuring cut-outs, which are on offer in a range of fourteen of this season's thrillingly beautiful fashion colours. Iridescent and patent finishes, metallics, gold-coloured horsebit-style buckles and trapezoid decorative elements actively contribute to the glamour appeal. It's no longer merely about superficial effects but about clever concepts that are characteristic of a new set of values. Fashion is reinventing itself – for the benefit of the world. We are responding to the paradigm change in the textile industry by designing collections that meet the zeitgeist by relying on quality, comfort and product longevity. In keeping with the circular economy philosophy, we only work with leathers that are dairy and meat industry by-products. We are thereby making sensible use of raw materials that would otherwise be wasted. In addition, we are meeting our ecological responsibility by using exclusively LWG (Leather Working Group) certified leather. Transparent supply chains, recycled materials, short transport distances thanks to producing in Europe and resource-saving manufacturing processes – Högl incorporates all of these aspects into the design process to ensure that sustainability is not an empty promise.

TIMELESS BEAUTY

Classic shapes rely on the currently most relevant fashion colours to put them in the lead on the fashion front. Suede pumps "Boulevard 70 GL" and the tote bag "Sabrina" in optimistic light lavender. Both are made from certified leather



FASHION STRATEGIST

Once again, accessories are perfectly coordinated. Thanks to the certified leather with a silver metallic crocodile effect, the handbag "Ellen" goes perfectly with all outfits. We come full circle with the gold-coloured horsebit element, which runs through the entire collection like a motif

METALLICS, THE GLITTER OF GOLD & SUBTLE EXOTICISM

SO

SHINY



STAR QUALITY

Not too loud, not too quiet. Silver is the colour of choice for well-balanced glamour effects. In combination with an iconic design, the subtle effect reaches new heights. Strappy heeled sandals "Charlotta" with trapezoid heels and gold-coloured horsebit buckles

SALE



THEATRICAL

Curtains up for seventies flair and nineties vibes. High block heels, striking platform soles and flashy bronze-coloured lambskin leather with a metallic shine. The design "Cindy" unites the best of both decades. The only thing that's missing is the red carpet

CROC-EFFECT CLASSICS WITH STRIKING ELEGANCE

STYLING SECRET

Here to stay: three It-pieces made of sustainable calf leather that impress with exotic flair and an exceptional love of detailing: Handbag "Ellen", belt "Colleen" and chain bag "Pretty" in a magnetising metallic lilac





THINK PINK AND GO BIG

STRONG SYMBOLISM

Pink is probably the most charming style metaphor for our feminine strength. The strappy glossy soft patent leather pumps "Victoria" rely on the concentrated effect of the colour that has been combined with an utterly comfortable platform design that makes you walk tall, not only in physical terms

COORDINATED COLOURS

Warmer, more sophisticated, more multilayered. Creamy white now becomes synonymous with natural elegance. A head-to-toe outfit in this colour multiplies the magnetism of this colour scheme: Trench coat "Christy" is made of vegan softnappa. Bag "Ellen" is made of certified leather with a horsebit emblem. Matching: our sustainable slingback pumps "Mary" with recycled soles

VERSATILE ALL-ROUNDER

Stylish shirt upgrade: reinterpreted in vegan softnappa in a pale off-white colour, our design "Britt" scores with universal key piece versatility. Important details: relaxed fit, cuffs, concealed button front. Styling trick: a slim belt loosens the look

FORMULA FOR SUCCESS

Effortless elegance is defined by a perfect balance between chic and comfort. Mules "Aurelia" with trapezoid heels and horsebit buckles as an eye-catching detail. The perfect fit, the gold-certified premium-quality leather and the soles with a recycled material all stand for outstanding inner values



WHITES

CREAM
AND GOLD
UPGRADE
THE LOOK





WE CAN NEVER HAVE ENOUGH GLAMOUR

PARTY QUEEN

Pale rosé snakeskin print and a sea of crystals, captured on decorative trapezoid buckles; the slingback pumps "Tiffani" are the perfect finishing touch for outfits with wow factor and plenty of excitement. Thanks to the fact that they are crafted from certified leather, they are also a perfect example for how beautiful sustainability can be

RESORT FLAIR

Inspired by carefree sunny days and dreamy hideaways: four beautifully crafted eco-conscious accessories: the shopper "Rome" and the peaked cap "Capri", made from a mix of leather and raffia, the bangle "Twist" with a logo charm and the mules "Marbella" with woven raffia. Both are made from certified leather.

PLAYFUL



ROOM TO GROW

For all those who are longing for rosier times. The bag "Sweetie" impresses with a very soft certified leather in a subtle shade of pink that immediately cheers us up. It also features a charming handle solution that also makes the design an essential companion from a practical perspective.



EFFORTLESS ATTITUDE, CLEAR STATEMENT

ATHLETIC PURISM

White sneakers are as much part of the summer as the beach belongs to the sea. As a countermovement to opulence, the designers are launching models with an emphasis on purism. Sneakers "Pure", made of sustainable leather, with full-length platform soles with a recycled material content. The highlight is the "speed lacing system" with elasticated laces that makes them easy to slip on and take off

STYLE TRANSFER

Everything is also about new maxims this season when it comes to minimal chic. Natural colours and oversized shapes create a comfy look with a distinctive luxury appeal. The jacket "Inés", made from sophisticated nappa leather in a light azure shade, takes on the role of essential key piece



HÖGL TALK

Fashion as a life philosophy.
A conversation with the
Högl design team about
the current collection and
a new set of values

it is not just a short fashion fad. We always keep this attitude in the back of our minds, especially also when it comes to the choice of materials. When it comes to our essentials, for example, we often also rely on fashionable colours, whereas we offer the forward-looking models in a range of classic colours. Our customers expect a high-quality and maximum wear comfort product they can enjoy for many years to come. That is why many of our designs are classic that are bought time and again.

Do you have a particular type of woman in mind during the design process?

No. On the one hand, because we work in a team and everyone would therefore have a different type of woman in their mind. On the other, because complexity and diversity are important to us. Every single woman is made up of so many facets; no two women are alike. We want all of these women to see themselves reflected in our collections.

This intent alone already makes Högl unique; what else?

As a brand, we are continuously developing further whilst retaining our own DNA. That is also why we produce in Europe to the strictest standards. The result is a unique mixture of comfort, elegance, craftsmanship, outstanding quality and timeless design.

Does fashion have to reflect your own attitude, and can it be empowering?

Definitely. Fashion gives us the chance to express ourselves. Our clothes not only determine how we are perceived but also tell others much about our attitude. Are we sustainable, confident, courageous, curious? We view Högl as a lifestyle brand that respects the zeitgeist and reflects it in a responsible way. As designers, we are tasked with creating fashion that not only flatters women but also makes them feel good.

Athleisure and minimalism are followed by a counter-trend. A look at the new Högl collection reveals scores of glamorous It-pieces that invite you to turn the street into their catwalk.

Where did the inspiration for the current collection come from?

Obviously, we are guided by the fashion trends, but we interpret these in our own, extremely feminine signature style. We are also increasingly integrating our sustainability standards into the design process, and are thereby gradually transferring our ideas from the minimalism trend to the entire collection. As glitter and glamour are particularly important this season, the minimalist design language also makes a new statement. We are taking a new look at shapes, playing with volumes and referencing the 1990s. What is important to us is the fun factor, along with a colour palette of brilliant shades and soft pastels.

Högl stands for longevity and trend-consciousness. How can these extremely opposing aspects be reconciled?

Principally speaking, it's all about good and bad design. And good design is characterised by the fact that it is so well-thought-out that

TRENCH COAT LOVE

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In the beginning, there was the accessory. A good outfit must be put together and styled with care. We are highlighting legendary fashion favourites, and show you how to wear them

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THE TRENCH COAT

An everlasting constant in the fashion heaven, and the most important key piece. We are celebrating this classic, and are launching six essentials for instant full-on Hollywood appeal: **1** Showpiece trench coat "Christy", made from vegan softnappa with an understated shine **2** A touch of luxury, purse "Valentina", made of textured, sustainable calfskin leather **3** Mediterranean flair, espadrilles "Venezia", made of raffia and certified lambskin leather **4** Sculptural handbag "Sabrina" made from certified premium-quality leather **5** Beautifully designed belt "Colleen", made from sustainable soft patent leather **6** Nonchalant silk scarf "Karree" with a geometric print



PERFECT BALANCE

Hardly another shoe design united comfort and feminine style as cleverly as slingbacks. Hardly surprising, then, that this 1950s icon is omnipresent on all catwalks. Slingback ballerinas "Jenny" in a light toffee shade with trendy pointed toes and decorative trapezoid buckles

Back cover:

A colourful paradise world with playful birds becomes a symbol for carefree freedom. "Birds of Paradise" was hand-painted in water colours by an artist and eternalised as a silk print. Mules "Mali", stiletto pumps "Rania" and clutch „Madagaskar" with an elegant chain carrying handle



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