

# HÖGL NEWS

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FALL/WINTER 2022







# FROM A NEW ATTITUDE

A new season means new ways of looking at things and whole new you. Times of cocooning and minimalism are followed by a new desire for elegance and eccentricity. We're not talking overpowering colours and patterns, but a distinctive expressiveness and modern sophistication. Monochrome colourways and striking silhouettes provide the perfect canvas for shoes and accessories with stunning details. The starring roles go to high-end leather, exciting sculptural designs and coveted luxe finishes, taking fashion sense, comfort and sustainability to a whole new level

## WORTH ITS WEIGHT IN GOLD

Whether worn on its own or paired with other pieces, this design will infuse any outfit with instant chic. These "Gwen" sock boots are made of certified leather with bold embellishments. In a cream shade that radiates elegance, it matches the "Carole" shopper, in vegan softnappa





#### NEW PREPPY

The loafer has well and truly shed its fusty image. Our "Fred" model boasts a thick platform sole and a striking monochrome colourway. "Maggie" is another take on the trend, in a mocc boot style. And they both have glam in abundance, with a golden statement buckle

# PASSION & PROGRESSIVE SPIRIT

5 quick questions for Dr. Gerhard Bachmeier, CEO of Högl

**Y**ou've been leading Högl for over 20 years. How do you make the leap from 'shoemaker' to global player?

I think this kind of success story is only possible if you stay true to yourself, keep evolving and have a huge passion for traditional shoemaking. With our 88 years of experience, we meet all these requirements. Our employees are the heart and soul of the brand. It's thanks to their passion and commitment that we have been able to overcome all sorts of challenges along the way and emerge from them even stronger. Fact is that we simply love making beautiful shoes and delighting our customers.

**"A woman can never have too many shoes." We all know the quote. But even if women love shoes, they often look good without being especially comfortable. You show that it doesn't need to be that way. What**

**sets you apart from other brands?**

We see each shoe as a total work of art that combines aesthetic appeal and wearing comfort. Attention to detail is key. It's all about ensuring we have the right materials, perfect craftsmanship, new ideas, innovative production methods, and manufacturing in Europe. We work tirelessly on every single design until it matches our requirements in terms of fit and wearing comfort.

**That sounds like a level of expectation you'd normally associate with couture fashion. Would you describe Högl as a kind of 'affordable luxury'?**

Yes, but it's much more than just that. We don't strictly follow trends. Instead, we're committed to creating fashion with longevity, ensuring sustainability, tapping into the zeitgeist and showcasing individuality. This is modern luxury with a slow fashion ethos. Our collections are suitable for everyday use, in any setting. The core idea behind the new collection is that it embodies a strong attitude.

**Is it about empowerment for you? About positivity? About making a strong fashion statement, or demonstrating your sense of responsibility?**

Actually, it's all those things and more. Being able to look to the future with boldness and positivity is essential in these times, but you can only do it with the right mindset. We appeal to women's strength, their self-assurance, their power to make a difference, their empathy, their innate leadership qualities, and their ability to fine-tune their own style and really make a statement. When you look at it that way, our collections are a means of self-actualization. We're proud of the women who express their attitude with Högl.

**How would you describe the Högl woman?** She's conscious of her individual beauty; she's her own role model. She's committed to helping her community and working towards a world, where there is fairness and justice. She strives for peace, freedom and diversity.





#### HYBRID STYLE

Inspired by the catwalks, this style has conquered vast swathes of fashion terrain: "Adventure" Chelsea boots, featuring a futuristic chunky sole and an enlightened mix of materials. Soft, gleaming calfskin with rubberised material provides a thrilling twist on the classic design



#### ROAD REBEL

The biker trend is the ultimate in cool. Our sustainable "Biker" boots pay homage to the iconic style, with their distinctive ridged sole and gold statement buckles



# “ NEW IDEAS AND STRONG ATTITUDES FIND THEIR WAY INTO FASHION“

## BLACK MAGIC

This is craftsmanship  
with real it-bag potential.

Our “Charlotte” and  
“Ines” bags feature  
eye-catching geometric  
quilting. Our “Romy”  
heels have a flattering  
V-shaped cutout  
that showcases your  
feet, while the chunky  
block heel makes for a  
confident stride



A  
s a counter-trend to  
the newfound embrace  
of all things casual,  
we’re seeing a  
resurgent desire for  
beautiful fashion.  
More than ever, it’s  
about really living in  
the moment, celebrat-  
ing life and surrounding  
ourselves with beauti-  
ful things. Fashion is a  
way of playing out your  
sense of self, with your  
own taste running  
right through it. Brighter,  
more vibrant colours  
are emerging, but black  
remains the go-to for  
spectacular looks. Theatrics,  
drama, restraint, luxury –  
the “non-colour” black  
does it all. No other colour  
can compete with it for

## ICONIC POWER

An unbeatable  
combination and just  
one example of how  
you can style these  
pieces: the waisted  
“Taylor” blazer, made  
of super-soft calfskin,  
knee-high “Drew” boots  
in sophisticated patent  
crocodile-effect leather,  
and the oversized  
“Carrie” shopper, made  
of the softest calfskin,  
with reptile-effect  
embossing and  
chunky chain detail





NATURAL  
APPROACH

Brit chic is on the up, and combat boots are flying high. Featuring certified leather and a sustainable microfibre lining, our “James” design is a high-quality take on the look. Pair them with our “Cushy” cape, made of recycled fabrics, for the perfect fashion formula



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## STYLE STATEMENT

Style isn't static. It's an expression of your own personality and attitude, so it's always evolving. When you look at it that way, you realise there's only one fashion rule worth obeying: the quality and fit have to be just right, no ifs or buts. Ultimately, you'll only embody stand-out style if you identify with what you're wearing and it makes you feel good. For that very reason, Högl shoes don't just look the part; they're cleverly designed, too. Every pair con-

vinces with values like comfort, breathability, perfect fit and unequalled functionality. We work with the best last makers in the world, use only certified premium leather created as a by-product, and carry out strict quality control. We're always on the lookout for new and innovative materials and techniques, and can draw upon almost a century of expert craftsmanship. As far as we're concerned, sustainability begins with quality and longevity. The final product isn't just a pair of shoes, but a fashion favourite that will underline your individuality season after season.





### ACTION STAR

Influences from sportswear and hiking make our "Wanda" a trainer with considerable talent. The sophisticated mix of materials and golden eyelets score it major style points, while the combination of GORE-TEX® technology and the removable sole make it highly practical

### GLOW IN THE SNOW

Head out onto the snow or ice like the star you are. Our "Après Ski" design takes on sub-zero temperatures fearlessly, with warming vegan metallic-look puffer nylon, immense flexibility, lightweight materials and ingenious details like the zip, virgin wool lining and removable sole

### CLEAN CHIC

Basketball meets the catwalk. Our "Bernie" high-tops feature a stylish platform sole that's more than a match for the latest styles. The off-white skin shade takes over from the summery white



STYLE STARTS WITH  
COMFORT.  
LIVE OUT YOUR  
FASHION  
FANTASIES  
WITH VERSATILE,  
COMFORTABLE  
STYLE





#### BRILLIANT FORM

Back to basics. Patent toffee shades and handcrafted details attest to the intrinsic power of elegant design. These pieces, including our "Stacey" loafers and "Glenn" heels, now feature outsized decorative horsebit clasps and are made for lasting style

**NEW  
COUNTRY CODES**  
Urban looks are finding their way into outdoor wear. Woal coat "Kelly" in a trend maxi length and casual oversized style with a wide hood. Our "Power" combat boots aren't shy about announcing their high-fashion ambitions. These superstars of style feature an innovative design with a distinctive cleated sole. And that's not all: they're also blazing a trail in sustainability





## STYLE ICON

Shearling jackets crop up time and time again in fashion circles, and they're currently making a comeback on all the catwalks. Our "Liv" design is inspired by the flight jackets of the 50s, updated for the modern day with fake shearling, oversized flaps and a cropped shape



# HÖGL VISION

Visions are ideas that have the power to change our world. Högl's vision for the future is on display this autumn in a perfectly coordinated mini capsule collection that showcases its fashion-forward approach, featuring innovative materials and incredible versatility



At a time when the call for slow fashion is getting louder, the concept of "less is more" is more resonant than ever. As a progressive footwear company, we have always been adept at combining traditional values with innovative ideas. This season we're going one step further by creating a top-to-toe look, based on a few carefully selected items. Three fashion pieces and two pairs of boots form the basis of this capsule wardrobe – an exclusive collection of fashion favourites that are perfect for mixing and matching. The use of intelligent materials, exemplary approach to quality, and a sense of style that strikes a balance between contemporary and ultra-

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POTENTIAL

modern, fast-tracks these pieces to favourite status. The undoubted highlight of the collection is a jacket made of super-soft fake shearling, available in two colours. Then there are the vegan gloves, which complement the look with a dash of sophistication. Shearling looks especially classy as it features the fluffy side of the material, which is normally worn turned inwards. Another piece is the snugly oversized scarf with its cheerful striped pattern, in a virgin wool mix. And that's not all: the sheep's wool also boasts self-cleaning and temperature-regulating properties. The two boot designs deliver instant fashion kudos, infusing any outfit with groundbreaking style or giving a nod to the seventies vibe that is cropping up everywhere. In terms of colours, earthy tones and monochrome shades abound, with black as a striking contrast.





### TON ON TON

A quick styling hack popular for creating the perfect look is to choose colour-matching accessories. In this case, toffee is the shade of choice, with the “Liv” jacket and “Weekend” gloves made of warming fake shearling. The “VSN 56 VEG” vegan suede boots have fake fur details and a distinctive ridged sole

### WARM-UP

Scarves – ideally in over-sized designs – are a must-have that can set the whole tone for an outfit. The “VSN Striped Scarf” features shades of yellow and green and transforms any outfit into a real eye-catcher.

It’s an outstanding piece, with its super-soft feel and exceptional comfort, thanks to its temperature-regulating virgin wool mix

### ECLECTIC

Styles and colours are artfully combined here. The “Liv” jacket exudes offbeat cool in black fake shearling. The “VSN Striped Scarf” wows with beguiling colour effects. The “VSN 06” vegan platform boots add a seventies vibe



MINIMUM  
EFFORT, MAXIMUM  
IMPACT. OUR  
FASHION PHILOSOPHY  
IS ALL ABOUT  
INTELLIGENT,  
EFFORTLESS, DISTINC-  
TIVE AND VERSATILE  
STYLE



**Back cover:**  
A style icon in snake print: sustainable “Dress Up” boots in lustrous green





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