



Loewe. 100 Years Design History

Edited by Loewe Technology GmbH
 Kilian Steiner

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- First design history of a cult brand
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In the iF ranking, Loewe is among the top 10 German companies awarded for exceptional design performances. This is a good reason to take a close look at the design history of the company on the occasion of its 100-year anniversary. The design historian Kilian Steiner distinguishes three historical phases: The first phase (1923 to 1945) marks the build-up and destruction of the Loewe brand. In the second phase (1945 to 1985), the focus was on the rebuilding of Loewe and overcoming numerous changes. The third period from 1985 onwards saw the rise of Loewe to an internationally renowned design brand. For the first time, the creative minds in product and communication design who contributed to the development of the brand are named and previously unknown details of the Loewe corporate history are revealed. From its foundation in 1923 to the invention of the electronic television in 1931, Loewe has evolved into a globally operating design brand. A unique combination of German engineering, excellence, exclusive design and sustainability have shaped the brand culture.

Text in English and German.