Hide & Sleek

The name Loewe has long been a familiar one to Europeans. Founded by German-born Enrique Loewe Roessberg, a tanner by trade, this famous leather fashion house is unique in that it reflects the skills of not one but two countries, boasting the Mediterranean flair of Spain and the exacting industriousness of Germany.

Despite its fame in the West, it is only recently that the Asian market has fully embraced the brand. As Loewe group president Ridgely Cinquegrana explains, “We have actually been in Asia a number of years, but about three years ago we started to change the brand image from a more traditional accessory-conscious brand to something with a more fashion-conscious flavour.”

The change in focus had an immediate effect, as consumers in Asia tend to go for different products than those in more mature markets. “They are willing to take more of a risk and try new things, whereas people in Europe tend to be more conservative,” says Cinquegrana.

“Over the last few years we have started to become more attractive to people between 25 and 45 years old,” he continues. “Our quintessential female client is a woman who is assertive, that buys products not so much to show off, but because she appreciates the quality and craftsmanship in the products themselves.”

Since then, the brand’s operations in the Far East have gone from strength to strength, with sales doubling over the past two years and new territories opening up – Loewe opened its first Korean store just last year. Though already firmly established in Hong Kong, the company is not standing still here either. “In Hong Kong we have revamped all our five stores, and we have future plans to open soon in Kowloon.” Cinquegrana reveals.

With all the recent transformations Loewe has undergone, it goes without saying that the stylish label is rapidly becoming an integral part of the Asian fashion scene. (ADF)