



LOEVENICH

COLLECTION

FALL / WINTER 2025



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article number: 679.016
size: one size
price group: 124 (retail price: 49,95 €)
description: ballooncap out of herringbone fabric
quality: 100% wool, lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



article number: 671.009
size: one size
price group: 124 (retail price: 49,95 €)
description: bucket hat out of herringbone fabric
quality: 100% wool, lining 100% polyester
specials: with metall size regulator at the back to adjust the size (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



article number: 679.013
size: one size
price group: 124 (retail price: 49,95 €)
description: captainscap out of herringbone fabric
quality: 100% wool, lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



article number: 679.019
size: one size
price group: 120 (retail price: 39,95 €)
description: baseballcap out of herringbone fabric
quality: 95% wool, 5% polyester, lining: 100% polyester
specials: peak covered with vegan suede fabric
 with metall size regulator at the back to adjust the size
 (comfortable/adjustable fit)
 crushable



article number: 672.003
size: one size
price group: 124 (retail price: 49,95 €)
description: pilot'cap (or aviator cap) out of herringbone fabric
quality: 100% wool, lining 100% polyester
specials: with adjustable ears protection, could be worn up and down
 (comfortable/adjustable fit)
 with curly fabric accent
 crushable





article number: 679.009
size: one size
price group: 124 (retail price: 49,95 €)
description: ballooncap with leather imitation peak
quality: 96% wool, 4% PU
specials: with elastic sweatband (comfortable/adjustable fit)
without lining to be almost all year long wearable
crushable



174 (sand)

870 (chocolate)

990 (black)

article number: 673.002
size: one size
price group: 120 (retail price: 39,95 €)
description: beret with leather imitation antenna and binding
quality: 100% wool
specials: with inside band to adjust the size
without lining to be almost all year long wearable
crushable



174 (sand)

870 (chocolate)

990 (black)

article number: 676.017
size: one size
price group: 116 (retail price: 29,95 €)
description: knitted modern, upbrimmed wide rib style
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool
specials: super soft and elastic



047 (toffee)



750 (khaki)



980 (charcoal)

article number: 676.018
size: one size
price group: 116 (retail price: 29,95 €)
description: knitted beanie
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool
specials: with rolled up brim at the front
wide and loose fit, headsize adjustable with a string at the back



047 (toffee)



750 (khaki)



980 (charcoal)



article number: 676.009
size: one size
price group: 120 (retail price: 39,95 €)
description: knitted balaclava
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool
specials: the trend style for winter 2025 which combines functionality with style
covers the head, face and neck as you'll need it, can be worn pulled down as a hood



047 (toffee)



750 (khaki)



980 (charcoal)

article number: 676.012
size: one size
price group: 118 (retail price: 35,95 €)
description: knitted ballooncap with fake fur pompon
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool
specials: super soft, elastic and crushable
with matching colour fake fur pompon on the top of the crown



047 (toffee)



750 (khaki)



980 (charcoal)

article number: 676.013
size: one size
price group: 118 (retail price: 35,95 €)
description: knitted beanie with fake fur pompon
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool
specials: super soft, elastic and crushable
with matching colour fake fur pompon on the top of the crown



047 (toffee)



750 (khaki)



980 (charcoal)

article number: 676.010
size: one size
price group: 116 (retail price: 29,95 €)
description: knitted handwarmers
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool
specials: extra long wearable or turned over with a cuff with knitted thumb



047 (toffee)

750 (khaki)

980 (charcoal)

article number: 676.011
size: 20 x 180 cm
price group: 124 (retail price: 49,95 €)
description: knitted rib scarf
quality: 69% polyester, 13% acrylic, 12% nylon, 6% wool



047 (toffee)

750 (khaki)

980 (charcoal)

article number: 676.800
size: 10 x 100 cm
price group: 120 (retail price: 39,95 €)
description: fake fur scarf
quality: 100% polyester
specials: super soft with invisible hole to be pulled thru



047 (toffee)

750 (khaki)

990 (black)

article number: 676.801
size: one size
price group: 120 (retail price: 39,95 €)
description: fake fur mitten gloves
quality: 100% polyester, lining 100% polyester
specials: with super soft lining inside



047 (toffee)

750 (khaki)

990 (black)

article number: 676.901
size: one size
price group: 122 (retail price: 45,95 €)
description: hat out of suede with curly imitation
quality: 100% polyester
specials: super soft and trendy
 crushable



047 (toffee) 860 (taupe) 940 (stone) 990 (black)

article number: 676.903
size: one size
price group: 122 (retail price: 45,95 €)
description: pilot'cap (or aviator cap) out of suede with curly fabric
quality: 100% polyester
specials: with adjustable ears protection, could be worn up and down (comfortable/adjustable fit), crushable



047 (toffee) 860 (taupe) 940 (stone) 990 (black)

article number: 676.904
size: one size
price group: 116 (retail price: 29,95 €)
description: earmuffs (or -warmers) out of suede with curly fabric
quality: 100% polyester
specials: super soft and trendy
 keeps your ears warm



047 (toffee) 860 (taupe) 940 (stone) 990 (black)

article number: 676.902
size: one size
price group: 118 (retail price: 35,95 €)
description: handwarmers out of suede with curly fabric
quality: 100% polyester
specials: with thumb



047 (toffee) 860 (taupe) 940 (stone) 990 (black)

article number: 676.900
size: one size
price group: 120 (retail price: 39,95 €)
description: mitten gloves out of suede with curly fabric
quality: 100% polyester
specials:



047 (toffee) 860 (taupe) 940 (stone) 990 (black)

article number: 676.804
size: one size
price group: 118 (retail price: 35,95 €)
description: earcuffs (or -warmers) out of suede with leopard fake fur
quality: 100%polyester, lining 100% polyester
specials: super soft and trendy, keeps your ears warm



860 (taupe)



940 (stone)



990 (black)

article number: 676.802
size: 10 x 100 cm
price group: 120 (retail price: 39,95 €)
description: super soft leopard jaquard fake fur scarf
quality: 100% polyester
specials: super soft, with invisible hole to be pulled thru



860 (taupe)



940 (stone)



990 (black)

article number: 676.803
size: one size
price group: 120 (retail price: 39,95 €)
description: super soft leopard jaquard mitten gloves
quality: 100% polyester, lining 100% polyester
specials: with super soft lining inside



860 (taupe)



940 (stone)



990 (black)

article number: 676.015
size: one size
price group: 116 (retail price: 29,95 €)
description: wide ribbed beanie with small peak
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool
specials: loose and comfortable fit



860 (taupe)



940 (stone)



990 (black)

article number: 676.016
size: one size
price group: 116 (retail price: 29,95 €)
description: upbrimmed fine ribbed beanie with sparkles
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool



860 (taupe)



940 (stone)



990 (black)

article number: 676.022
size: one size
price group: 116 (retail price: 29,95 €)
description: normal upbrimmed beanie
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool



860 (taupe)



940 (stone)



990 (black)

article number: 676.019
size: one size
price group: 116 (retail price: 29,95 €)
description: knitted handwarmers
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool
specials: extra long wearable or turned over with a cuff, with knitted thumb



860 (taupe)



940 (stone)



990 (black)



article number: 673.003
size: one size
price group: 116 (retail price: 29,95 €)
description: classic wool beret
quality: 100% wool
specials: The Loevenich wool beret is a versatile accessory that can be worn by anyone, adding style to everyday outfits.
 withstands light rain showers
 with Loevenich brand stamp inside
 crushable



072 (biscuit)



174 (sand)



870 (chocolate)



360 (red)



370 (wine)



434 (chalk pink)



770 (bottle green)



650 (dark petrol)



571 (mystic blue)



570 (dark navy)



950 (light grey)



980 (charcoal)



990 (black)

article number: 676.002
size: one size
price group: 120 (retail price: 39,95 €)
description: wool beanie
quality: 100% wool
specials: rushed at the back that it never gets up on the head
 can be worn from both sides, although as a turban
 crushable



072
(biscuit)



174
(sand)



370
(wine)



434
(chalk pink)



770
(bottle green)



650
(dark petrol)



571
(mystic blue)



980
(charcoal)



990
(black)



article number: 679.008
size: one size
price group: 122 (retail price: 45,95 €)
description: wool baker boy cap
quality: 100% wool
specials: with elastic sweatband (comfortable/adjustable fit)
 crushable



072
(biscuit)



174
(sand)



370
(wine)



770
(bottle green)



650
(dark petrol)



570
(dark navy)



980
(charcoal)



990
(black)



article number: 672.506
size: one size
price group: 124 (retail price: 49,95 €)
description: woolmix sporty bucket hat
quality: 70% wool, 30% polyester
specials: with elastic sweatband (comfortable/adjustable fit)
 crushable



174 (sand)

571 (mystic blue)

980 (charcoal)

990 (black)

article number: 672.501
size: one size
price group: 124 (retail price: 49,95 €)
description: woolmix feminine cloche
quality: 70% wool, 30% polyester
specials: with elastic sweatband (comfortable/adjustable fit)
 crushable

article number: 672.500
size: one size
price group: 124 (retail price: 49,95 €)
description: woolmix fedora
quality: 70% wool, 30% polyester
specials: with elastic sweatband (comfortable/adjustable fit)
 crushable



072 (bisquit)

370 (wine)

950 (light grey)

990 (black)



174 (sand)

570 (dark navy)

980 (charcoal)

990 (black)

article number: 672.502
size: one size
price group: 126 (retail price: 59,95 €)
description: woolmix feminine cloche with exclusive chain band trimming
quality: 70% wool, 30% polyester
specials: with elastic sweatband (comfortable/adjustable fit)
crushable



980 (charcoal)



990 (black)

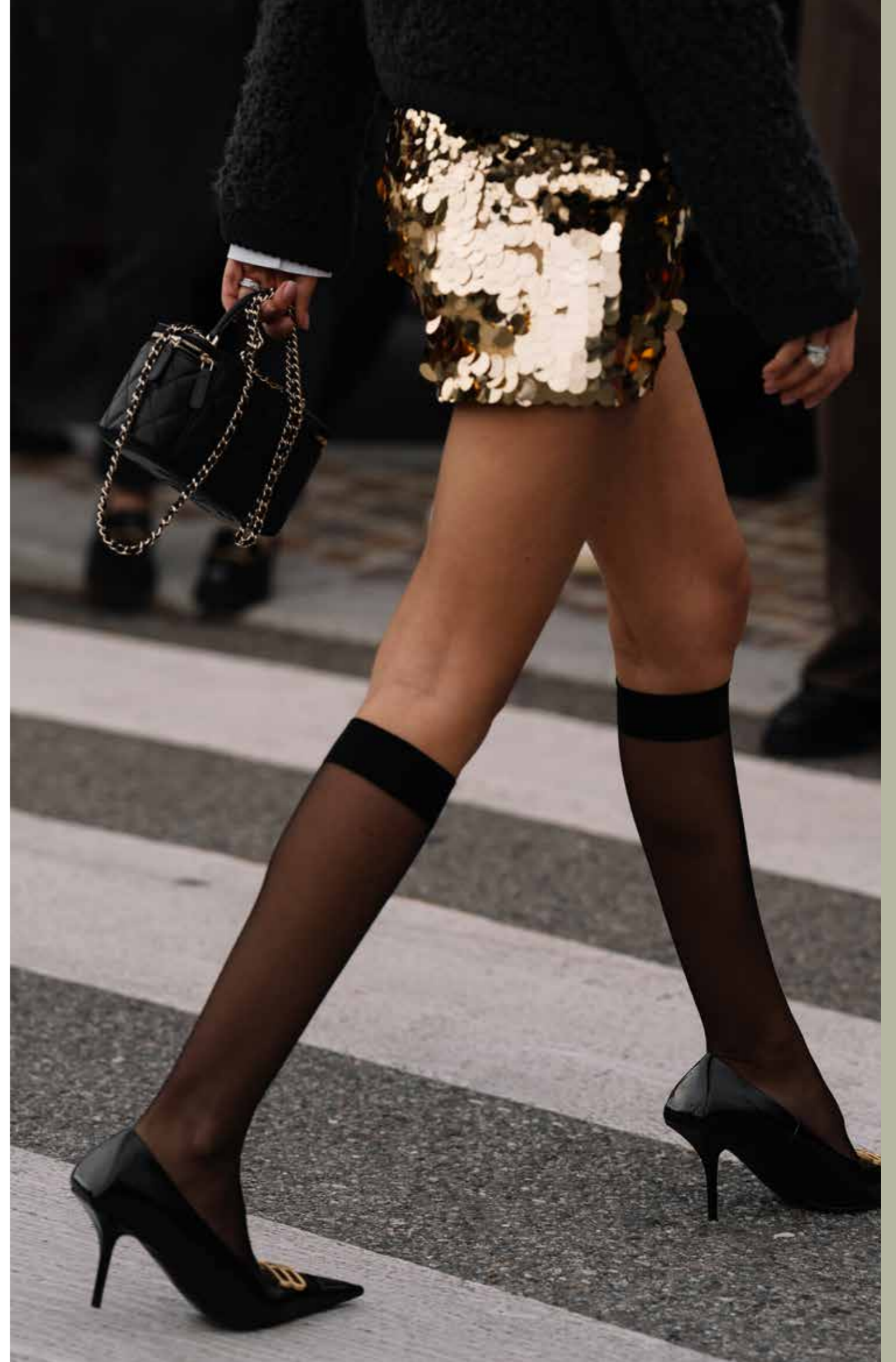
article number: 672.503
size: one size
price group: 126 (retail price: 59,95 €)
description: woolmix fedora with exclusive chain band trimming
quality: 70% wool, 30% polyester
specials: with elastic sweatband (comfortable/adjustable fit)
crushable



980 (charcoal)



990 (black)



article number: 676.029
size: one size
price group: 116 (retail price: 29,95 €)
description: ribbed beanie with pulled up brim
quality: 50% acrylic, 40% polyester, 10% wool
specials: multi colourful knitting
 super elastic and comfy fit



040 (caramel) 380 (rosewood) 510 (aquamarine)

article number: 676.030
size: one size
price group: 116 (retail price: 29,95 €)
description: beanie with rolled edge
quality: 50% acrylic, 40% polyester, 10% wool
specials: multi colourful knitting
 size is adjustable with a band at the back



040 (caramel) 380 (rosewood) 510 (aquamarine)

article number: 676.031
size: 35 x 190 cm
price group: 124 (retail price: 49,95 €)
description: ribbed scarf
quality: 50% acrylic, 40% polyester, 10% wool



040 (caramel) 380 (rosewood) 510 (aquamarine)

article number: 676.022
size: one size
price group: 116 (retail price: 29,95 €)
description: normal upbrimmed beanie
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool
specials: uni knitting matching to colourful terraces
 super soft and elastic



040 (caramel) 380 (rosewood) 510 (aquamarine)

article number: 676.023
size: one size
price group: 116 (retail price: 29,95 €)
description: higher upbrimmed beanie
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool
specials: uni knitting matching to colourful terraces
 super soft and elastic



040 (caramel) 380 (rosewood) 510 (aquamarine)

article number: 679.018
size: one size
price group: 120 (retail price: 39,95 €)
description: baseball cap
quality: 95% wool, 5% polyester, lining: 100% polyester
specials: bright multi color check
 FEEL WOOL
 with adjustable size regulator at the back
 with suede covered peak



970 (multi colour)

article number: 676.023
size: 35 x 190 cm
price group: 116 (retail price: 29,95 €)
description: higher upbrimmed beanie
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool
specials: uni knitting matching to the bright multi check
 super soft and elastic



260 (orange)

120 (yellow)

770 (bottle green)

article number: 676.022
size: one size
price group: 116 (retail price: 29,95 €)
description: normal upbrimmed beanie
quality: 36% acrylic, 30% polyamide, 28% polyester, 6% wool
specials: uni knitting matching to the bright multi check
 super soft and elastic



260 (orange)

120 (yellow)

770 (bottle green)

article number: 676.032
size: 200 x 28 cm + 15 cm fringes
price group: 118 (retail price: 35,95 €)
description: fancy multi woven scarf
quality: 100% polyester
specials: multi color woven scarf
 super soft

perfect match: 970 - matching to the electric colours
 971 - matching to modern classics
 972 - matching to leo favorites
 973 - matching to basics



970 (multi colour)

971 (multi colour)

972 (multi colour)

973 (multi colour)

article number: 671.504
size: one size
price group: 120 (retail price: 39,95 €)
description: quilted cloche shorter at the back
quality: 100% polyester, lining 100% polyester
specials: with metall size regulator at the back to adjust the size (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



180 (camel) 370 (wine) 570 (dark navy) 990 (black)

article number: 679.010
size: one size
price group: 120 (retail price: 39,95 €)
description: ballooncap
quality: 100% polyester, lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



180 (camel) 370 (wine) 570 (dark navy) 990 (black)

article number: 671.006
size: one size
price group: 120 (retail price: 39,95 €)
description: bucket hat
quality: 100% polyester, lining 100% polyester
specials: with metall size regulator at the back to adjust the size (comfortable/adjustable fit)
 with super soft micro fleece lining inside; crushable



180 (camel) 370 (wine) 570 (dark navy) 990 (black)

article number: 671.501
size: one size
price group: 116 (retail price: 29,95 €)
description: matching mitten gloves
quality: 100% polyester
specials: with super soft micro fleece finger lining inside
 super soft and elastic



180 (camel) 370 (wine) 570 (dark navy) 990 (black)



article number: 671.007
size: one size
price group: 124 (retail price: 49,95 €)
description: storm hat
quality: 100% polyester, lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with adjustable storm band
 with super soft micro fleece lining inside
 crushable



180 (camel)



990 (black)

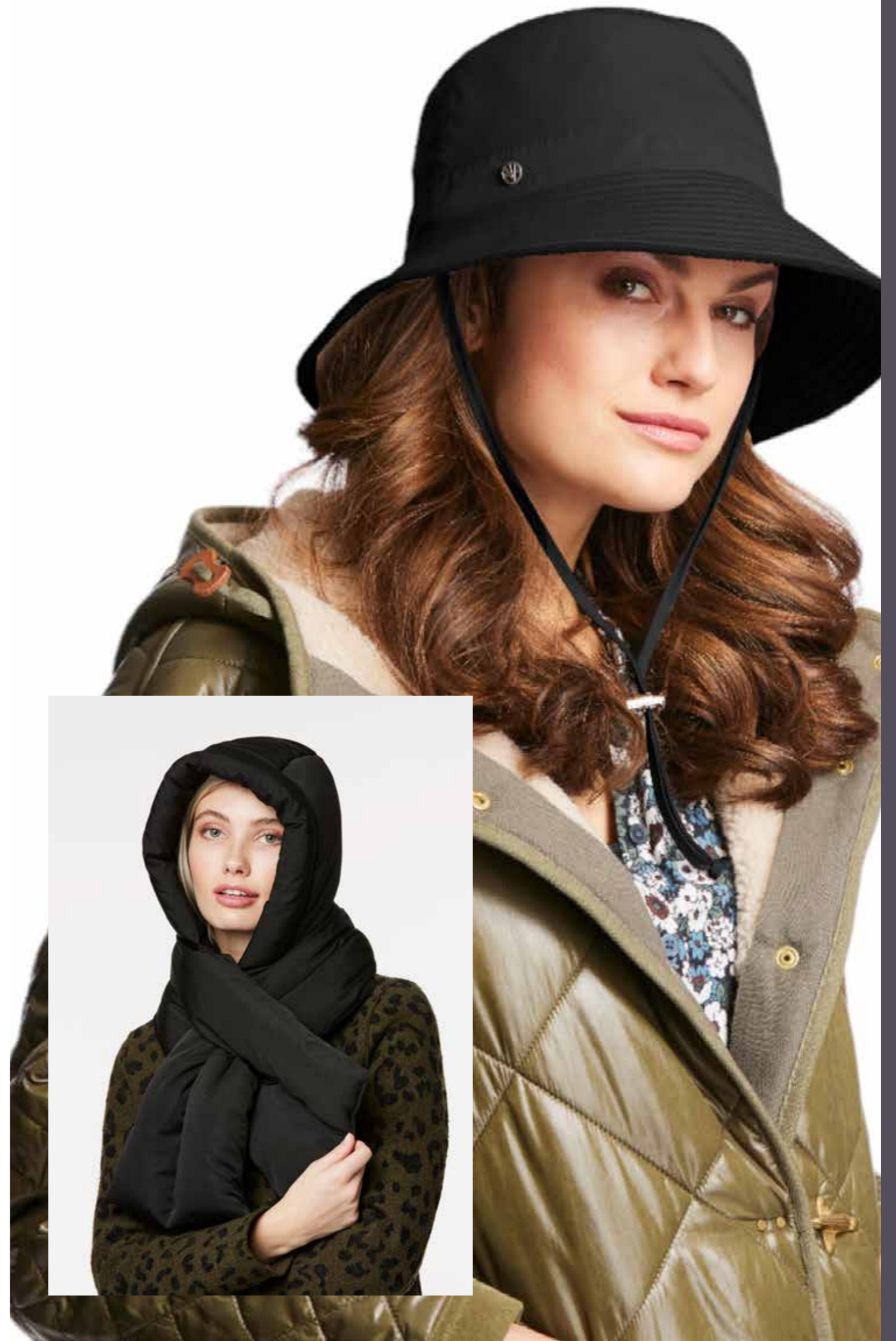
article number: 671.505
size: 16 x 120 cm
price group: 128 (retail price: 69,95 €)
description: hoodie scarf
quality: 100% polyester
specials: the hood scarf offers various wearing opportunities
 its great for changing weather conditions and for coats without hoods
 crushable



180 (camel)



990 (black)



article number: 676.500
size: one size
price group: 116 (retail price: 29,95 €)
description: beanie short at the back
quality: 100% polyester
specials: wind protection: POLAR SOFT®
 super elastic, skin friendly and easy to wear and care
 very comfortable and soft



170 (beige) 370 (wine) 570 (dark navy) 990 (black)

article number: 676.505
size: one size
price group: 118 (retail price: 35,95 €)
description: ballooncap
quality: 100% polyester, lining 100% polyester
specials: wind protection: POLAR SOFT®
 super elastic, skin friendly and easy to wear and care
 very comfortable and soft; with elastic at the back to fit all sizes
 with extra warming lining inside



170 (beige) 370 (wine) 570 (dark navy) 990 (black)

article number: 676.501
size: one size
price group: 116 (retail price: 29,95 €)
description: UNISEX sporty beanie
quality: 100% polyester
specials: wind protection: POLAR SOFT®
 super elastic, skin friendly and easy to wear and care, very comfortable and soft



170 (beige) 370 (wine) 570 (dark navy) 990 (black)

article number: 676.506
size: one size
price group: 116 (retail price: 29,95 €)
description: super elastic finger gloves
quality: 100% polyester
specials: wind protection: POLAR SOFT®
 super elastic, skin friendly and easy to wear and care



170 (beige) 370 (wine) 570 (dark navy) 990 (black)

article number: 676.024
size: one size
price group: 116 (retail price: 29,95 €)
description: upbrimmed ribbed beanie
quality: 51% polyester, 28% acrylic, 10% polyamide, 6% wool, 3% spandex, 2% metallized fibres



180 (camel) 370 (wine) 571 (mystic blue) 960 (grey)

article number: 676.025
size: one size
price group: 116 (retail price: 29,95 €)
description: plain beanie with knitted lining
quality: 51% polyester, 28% acrylic, 10% polyamide, 6% wool, 3% spandex, 2% metallized fibres
 lining 65% polyester, 13% acrylic, 13% polyamide, 6% wool, 3% spandex



180 (camel) 370 (wine) 571 (mystic blue) 960 (grey)

article number: 676.026
size: one size
price group: 118 (retail price: 35,95 €)
description: baseball cap
quality: 51% polyester, 28% acrylic, 10% polyamide, 6% wool, 3% spandex, 2% metallized fibres



180 (camel) 370 (wine) 571 (mystic blue) 960 (grey)

article number: 676.021
size: one size
price group: 116 (retail price: 29,95 €)
description: finger warmers with knitted thumb
quality: 51% polyester, 28% acrylic, 10% polyamide, 6% wool, 3% spandex, 2% metallized fibres



180 (camel) 370 (wine) 571 (mystic blue) 960 (grey)

article number: 676.028
size: 35 x 190 cm
price group: 124 (retail price: 49,95 €)
description: feminine scarf
quality: 51% polyester, 28% acrylic, 10% polyamide, 6% wool, 3% spandex, 2% metallized fibres



180 (camel) 370 (wine) 571 (mystic blue) 960 (grey)

article number: 679.017
size: one size
price group: 120 (retail price: 39,95 €)
description: ballooncap
quality: 53% polyester, 24% wool, 16% acrylic, 7% polyamide
 lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



180 (camel) 370 (wine) 571 (mystic blue) 990 (black)

article number: 679.015
size: one size
price group: 120 (retail price: 39,95 €)
description: captainscap
quality: 53% polyester, 24% wool, 16% acrylic, 7% polyamide
 lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



180 (camel) 370 (wine) 571 (mystic blue) 990 (black)

article number: 671.010
size: one size
price group: 120 (retail price: 39,95 €)
description: bucket hat
quality: 53% polyester, 24% wool, 16% acrylic, 7% polyamide
 lining 100% polyester
specials: with elastic at the back though one size fits all (comfortable/adjustable fit)
 with super soft micro fleece lining inside
 crushable



180 (camel) 370 (wine) 571 (mystic blue) 990 (black)



article number: 679.011
size: one size
price group: 116 (retail price: 29,95 €)
description: baseballcap
quality: 53% polyester, 24% wool, 16% acrylic, 7% polyamide
 lining 100% polyester
specials: with metall size regulator at the back to adjust the size
 (comfortable/adjustable fit)
 crushable



180 (camel) 370 (wine) 571 (mystic blue) 990 (black)

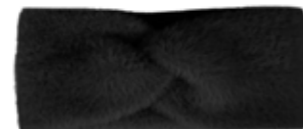
article number: 676.004
size: one size
price group: 116 (retail price: 29,95 €)
description: twisted headband
quality: 100% polyamide
specials: feminine style
 super soft and elastic
 very comfortable and cosy



030 (cream)



850 (nougat)



990 (black)



article number: 676.005
size: one size
price group: 126 (retail price: 59,95 €)
description: balaclava
quality: 60% polyamide, 26% viscose, 14% polyester
specials: adjustable wide or tight fit; super soft and elastic; very comfortable and cosy



030 (cream)



850 (nougat)



990 (black)

article number: 676.006
size: one size
price group: 124 (retail price: 49,95 €)
description: upbrimmed beanie
quality: 60% polyamide, 26% viscose, 14% polyester
specials: sporty style; super soft and elastic; very comfortable and cosy



030 (cream)



850 (nougat)



990 (black)



article number: 676.007
size: one size
price group: 124 (retail price: 49,95 €)
description: beanie pleated at the back
quality: 60% polyamide, 26% viscose, 14% polyester
specials: feminine style; super soft and elastic; very comfortable and cosy



030 (cream)



850 (nougat)



990 (black)



article number: 676.008
size: one size
price group: 116 (retail price: 29,95 €)
description: finger warmers
quality: 60% polyamide, 26% viscose, 14% polyester
specials: super soft and elastic; very comfortable and cosy



030 (cream)



850 (nougat)



990 (black)

NICHT GEGENEINANDER, SONDERN MITEINANDER: AUFBRUCHSTIMMUNG IM INHABERGEFÜHRTEN MITTELSTAND.

Die V. FRAAS GmbH, führender Anbieter hochwertiger textiler Accessoires mit Sitz im oberfränkischen Wüstenselbitz, übernimmt ab sofort die Hutmarke LOEVENICH. Ab Frühjahr/Sommer 2025 wird das Sortiment von LOEVENICH unter der Leitung von V. FRAAS International Trading vertrieben. Die Geschäftsführer beider Unternehmen, Sandra Frowein (LOEVENICH) und Andreas Schmidt (V. FRAAS), besiegelten Anfang Juni die Partnerschaft.

ZWEI BRANCHENSPEZIALISTEN VEREINEN IHRE KRÄFTE.

Mit dieser strategischen, auf Mehrsaisonalität ausgerichteten Partnerschaft erweitert V. FRAAS sein Markenportfolio und stärkt seine Position als einer der führenden Anbieter von Accessoires im Bereich Fashion und Lifestyle. Die Kombination der langjährigen Erfahrung und Kompetenz verspricht eine erfolgreiche Zusammenarbeit und innovative Produktentwicklungen. Durch die Übernahme der Marke LOEVENICH kann die V. FRAAS International Trading GmbH ihren Kundinnen eine noch größere Produktvielfalt bei bewährter Zuverlässigkeit bieten.

Andreas Schmidt, Geschäftsführer von V. FRAAS, betont: „Gemeinsam streben wir danach, unseren Kunden einen klaren Mehrwert zu bieten. Das hochwertige Sortiment von LOEVENICH wird durch die zuverlässige Organisation von V. FRAAS vertrieben und international präsentiert. So können wir gemeinsam wachsen und nicht nur mehr, sondern auch effizienter und breit aufgestellter anbieten.“

Sandra Frowein wird dabei weiterhin als Creative Director für die Marke LOEVENICH zur Verfügung stehen und betont die partnerschaftliche Zusammenarbeit: „Hier treffen zwei absolute Experten auf ihren Gebieten aufeinander, die mit unternehmerischem Herzblut bei der Sache sind. Wir lieben Mode, wir lieben die unternehmerische Herausforderung und durch die Bündelung unserer Stärken in Design, Kundenorientierung und Vertrieb können wir Großes schaffen.“

Im Frühjahr/Sommer 2025 geht die erste LOEVENICH-Kollektion aus dem Hause V. FRAAS International Trading an den Start. Sandra Frowein wird wie gewohnt für ihre Kunden und Kundinnen zur Verfügung stehen.

QUALITÄTSHÜTE SEIT 1960.

LOEVENICH war bisher in Nordrhein-Westfalen zuhause und hat sich zum Ziel gesetzt, Nachhaltigkeit in die Mode- und Handelsbranche zu bringen. Dabei setzt die Marke auf hochwertige Materialien und eine faire Produktion.

Sandra Frowein engagiert sich seit vielen Jahren für nachhaltige Mode. Sie ist davon überzeugt, dass es möglich ist, Mode zu produzieren, die nicht nur gut aussieht, sondern auch gut für Mensch und Umwelt ist.

Bei LOEVENICH legen wir auch zukünftig großen Wert darauf, unsere Materialien sorgfältig auszuwählen. Wir verwenden nur Stoffe und Garne, die unter fairen Bedingungen hergestellt wurden und frei von schädlichen Chemikalien sind. Unsere Kleidungsstücke werden weiterhin in kleinen Manufakturen gefertigt, wo sie mit viel Liebe zum Detail von erfahrenen Näherinnen und Nähern hergestellt werden.

Unsere Vision ist es, eine nachhaltige Alternative zur Fast-Fashion-Industrie zu bieten. Wir möchten unseren Kunden zeigen, dass es möglich ist, stilvolle Kleidung zu tragen und dabei gleichzeitig etwas Gutes für die Umwelt zu tun. Deshalb setzen wir uns auch dafür ein, dass unsere Produkte lange halten und nicht nach einer Saison schon wieder ausgetauscht werden müssen.

HANDARBEIT AUS EIGENEM ATELIER.

Im hauseigenen Atelier laufen bei Chef Designerin Sandra Frowein alle Fäden der internationalen Hut- und Modetrends zusammen. Internationale Schauen in Paris, Kopenhagen, London, Hongkong, Tokio und New York inspirieren ihre Kollektionen zu immer neuen Trendthemen in Sachen Formen, Farben und Materialien.

**NOT AGAINST EACH OTHER, BUT WITH EACH OTHER:
A SPIRIT OF OPTIMISM IN THE OWNER-MANAGED SME SECTOR.**

V. FRAAS GmbH, a leading provider of high-quality textile accessories based in Wüstenselbitz, Upper Franconia, is taking over the LOEVENICH hat brand with immediate effect. From spring/summer 2025, the LOEVENICH range will be marketed under the management of V. FRAAS International Trading. The managing directors of both companies, Sandra Frowein (LOEVENICH) and Andreas Schmidt (V. FRAAS), sealed the partnership at the beginning of June.

TWO INDUSTRY SPECIALISTS JOIN FORCES.

With this strategic, multi-seasonal partnership, V. FRAAS is expanding its brand portfolio and strengthening its position as one of the leading suppliers of accessories in the fashion and lifestyle sector. The combination of many years of experience and expertise promises a successful collaboration and innovative product developments. By taking over the LOEVENICH brand, V. FRAAS International Trading GmbH can offer its customers an even greater variety of products with proven reliability.

Andreas Schmidt, Managing Director of V. FRAAS, emphasises: „Together we strive to offer our customers clear added value. LOEVENICH’s high-quality range is distributed and presented internationally by the reliable organisation of V. FRAAS. This allows us to grow together and offer not only more, but also a more efficient and broad-based range.“

Sandra Frowein will continue to be available as Creative Director for the LOEVENICH brand and emphasises the partnership-based collaboration: „This is the meeting of two absolute experts in their fields who are passionate about their business. We love fashion, we love the entrepreneurial challenge and by combining our strengths in design, customer focus and sales, we can achieve great things.“

In spring/summer 2025, the first LOEVENICH collection from V. FRAAS International Trading will be launched. Sandra Frowein will be available for her customers as usual.

QUALITY HATS SINCE 1960.

LOEVENICH was previously based in North Rhine-Westphalia and has set itself the goal of bringing sustainability to the fashion and retail industry. The brand focusses on high-quality materials and fair production.

Sandra Frowein has been committed to sustainable fashion for many years. She is convinced that it is possible to produce fashion that not only looks good, but is also good for people and the environment.

At LOEVENICH, we will continue to attach great importance to the careful selection of our materials. We only use fabrics and yarns that have been produced under fair conditions and are free from harmful chemicals. Our garments will continue to be produced in small factories, where they are made with great attention to detail by experienced seamstresses and sewers.

Our vision is to offer a sustainable alternative to the fast fashion industry. We want to show our customers that it is possible to wear stylish clothes and do something good for the environment at the same time. That is why we are also committed to ensuring that our products last a long time and do not have to be replaced after just one season.

HANDCRAFTED IN OUR OWN ATELIER.

Head designer Sandra Frowein’s in-house studio is where all the threads of international hat and fashion trends come together. International shows in Paris, Copenhagen, London, Hong Kong, Tokyo and New York inspire her collections with ever new trend themes in terms of shapes, colours and materials.

DISPOSITION CYCLES WINTER 2025

RangeOrder Entry	Ext. Delivery Date
1. Dispo Winter 2025	07. Feb 25 week 32/2025
2. Dispo Winter 2025	14. Mar 25 week 36/2025

THANK YOU FOR YOUR INTEREST IN OUR PRODUCTS.

If you have any questions, please feel free to email us at info@fraas.com.
You are welcome to place orders by e-mail at info@fraas.com
or by telephone at +49 (0) 9252 703 0.

NOS STYLES WINTER 2025

671.006	bucket hat	one size	100% polyester
671.007	storm hat	one size	100% polyester
671.010	bucket hat	one size	53% polyester, 24% wool, 16% acrylic, 7% polyamide
671.501	gloves	one size	100% polyester
671.504	quilted cloche	one size	100% polyester
672.500	fedora	one size	70% wool, 30% polyester
672.501	femine cloche	one size	70% wool, 30% polyester
672.506	sporty bucket hat	one size	70% wool, 30% polyester
673.003	classic wool beret	one size	100% wool
676.002	beanie	one size	100% wool
676.004	twisted headband	one size	100% polyamide
676.006	upbrimmed beanie	one size	60% polyamide, 26% viscose, 14% polyester
676.007	beanie	one size	60% polyamide, 26% viscose, 14% polyester
676.008	finger warmers	one size	60% polyamide, 26% viscose, 14% polyester

WE LOOK FORWARD TO HEARING FROM YOU.

V. FRAAS International Trading GmbH
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95233 Helmbrechts



loevenich-fashion.de