

Prestigious accolade for Loewe

The Marketing Club of Frankfurt hands over the “Golden Branding Iron” - Best Advert goes to Loewe

Kronach – Loewe AG has been awarded the “Golden Branding Iron” for successfully developing the Loewe premium brand. “Quality, innovation and design in unique symbiosis” – such was the praise of the Marketing Club of Frankfurt for the company. Following Jägermeister, Lufthansa and Nespresso, Loewe is the fourth winner of this outstanding accolade.

A shortlist was drawn up based on nominations from members and the board of the largest German marketing club, over which a qualified, professional jury deliberated before reaching their decision. As in previous years, 2009 had only one prize winner.

The deciding factor was the exceptional, self-evident and demonstrable way in which Loewe has developed and consolidated the premium brand. “State of the art technology and outstanding workmanship combined with unique design give Loewe a singular position in a highly competitive market, a position which is hard to come by. Congratulations!” said the jury.

The award ceremony took place last Saturday in front of 650 invited guests at the Alte Oper in Frankfurt. The “Golden Branding Iron” was created as an award, as the iron symbolises the origin of branding; the element of a brand which differentiates it from all other product concepts.

Loewe received a further great accolade for an advertisement on the topic “remote control”. The Loewe advert was chosen as winner in the category “Best Advertisement” by the Association of German Post and Advertising Film Productions (VDW). In addition, it also won the “Best Script” category. The jury chose the Loewe advert from a total of 589 submissions.

Contact:

Loewe AG

Industriestraße 11

D-96317 Kronach

Tel.: +49 (0)9261 99-217

Fax: +49 (0)9261 99-444

[http:// www.loewe.de](http://www.loewe.de)

press@loewe.de

LOEWE.