



HISTORY

In 1960, the professional boxer Bernard Hart was granted to use the name of "Lonsdale" for sports clothes and equipment by Hugh Lowter, the 7th Earl of Lonsdale.

Bernard then founded the company „Lonsdale Sports Equipment Ltd.” and opened a shop in Beak Street, in the heart of London.

The Original
LONSDALETM
LONDON



Hugh Lowter, the 7th Earl of Lonsdale

BRAND MISSION

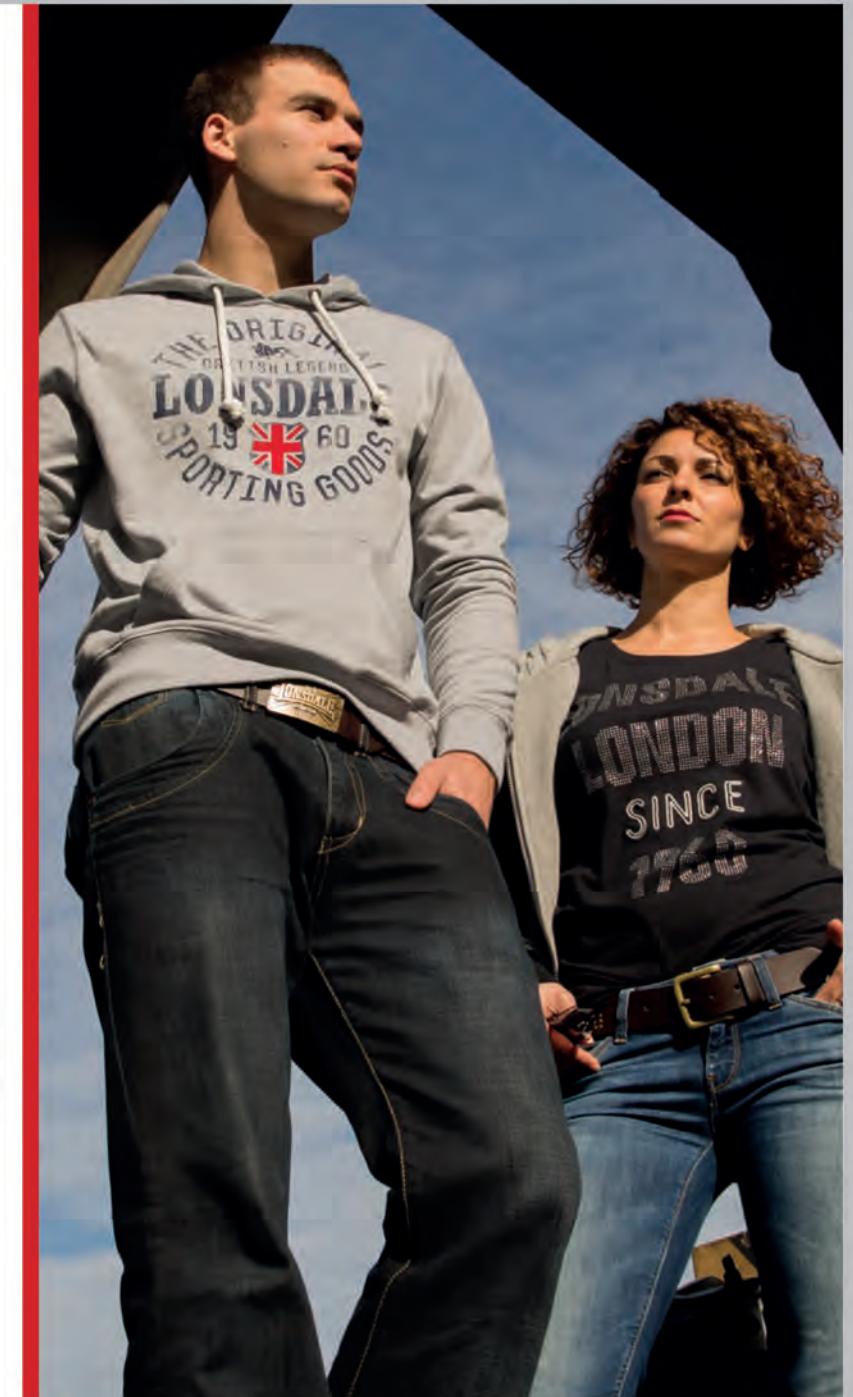
Like all boxers, Lonsdale products are made from tough stuff. Authentic and hard-wearing, they are designed to function and perform even under the toughest conditions.



BRAND POSITIONING

Lonsdale has a great heritage

- Annual turnover 2015: 8 millions.
- Target group 15 to 50 years.
- Ratio between men/ women 80/20%.
- Price level between middle and high.
- Ratio between apparel and accessories 90/10%.
- Lonsdale attracts through its rich history, combined with a clean modern feel and is positioned in the medium to high price range
- Approximately 350 SKU's.



LOGO



Lonsdale word and lion master logo



Lonsdale London logo



Lonsdale word logo



Lonsdale lion logo



Lonsdale 'Earl' logo



CLASSIC



SMART



FASHION



LADIES



Acc





SHOW RACISM THE **RED CARD**

IN FC ST. PAULI



LONSDALE ADVERTISING AT THE FC ST. PAULI STADIUM

„Lonsdale- Love Football –Hate Racism advertisement appeared in the football stadium of the well-known football team FC St. Pauli during the second half of the 2015/16 season. This and many other campaigns help to establish Lonsdale as a streetwear brand with tradition and social responsibility. Further partnerships include cooperation with football teams SV Babelsberg 03, Roter Stern Leipzig, boxing club FC St. Pauli, as well as sponsoring of man music activities like the tour support of „Feine Sahne Fischfilet“.

Learn more about the history and activities of the brand on our website „Lonsdale in Deutschland“: www.lonsdale.de or facebook.

HATE RACISM

LONSDALE
LONDON

LONSDALE
LONDON

LOVE FOOTBALL

CULTURE

Lonsdale is one of the first examples of how a sports brand became a fashion label in a subcultural sphere.



The Busters



Feine Sahne Fischfilet



Babelsberg 03



Vainstream Rockfest



Freedom Sounds
Ska-Festival



Roter Stern Leipzig





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