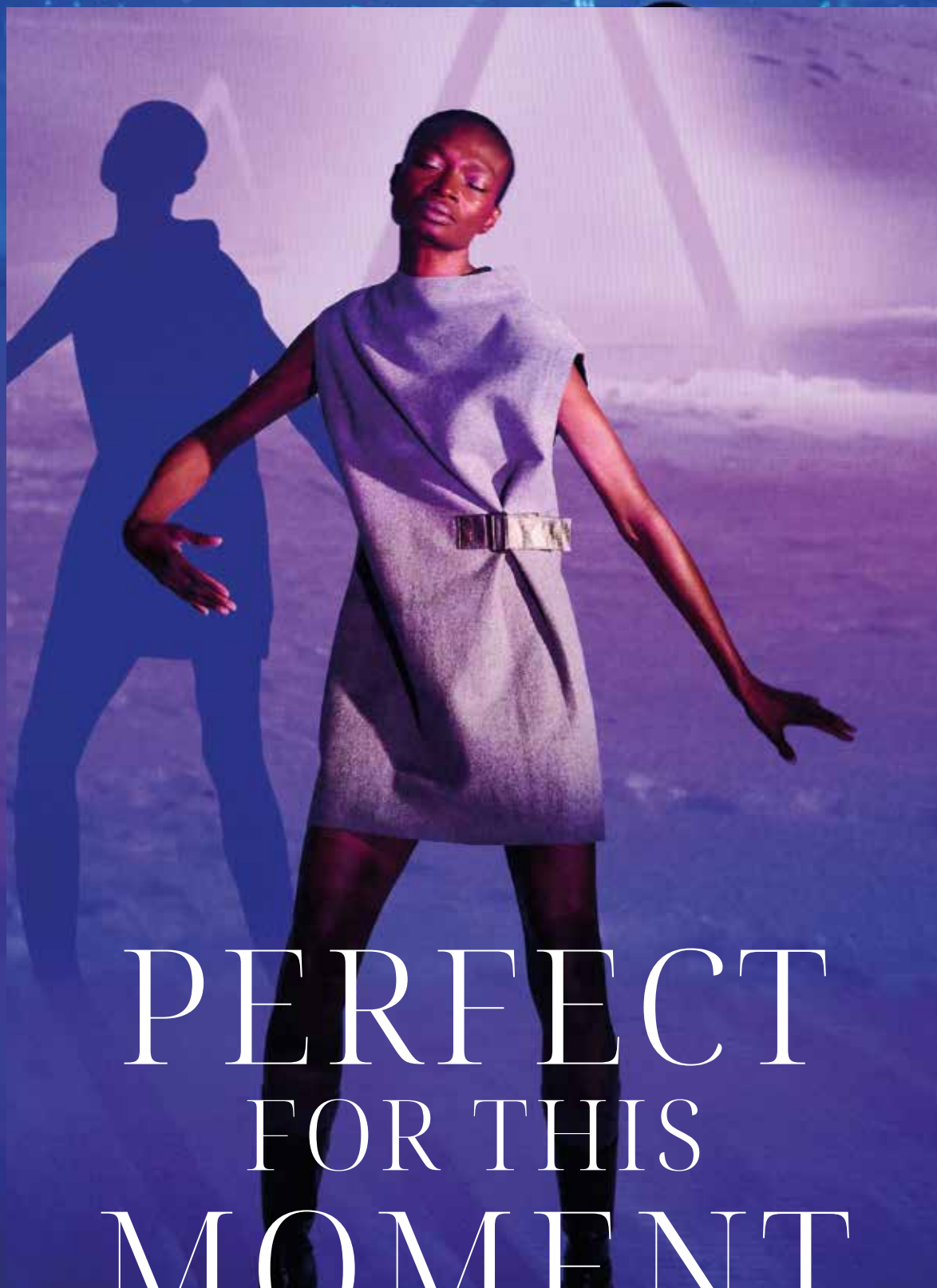


Alvin Leong



PERFECT
FOR THIS
MOMENT

COMPANY PROFILE

Redefining loden since 2020

MODERN CRAFTMANSHIP



Company profile

The fashion label Alpin Lodge from Germany has been redefining the traditional fabric loden since 2020. With the combination of modern, urban design and the naturally functional material, Alpin Lodge creates fashion that combines modern style and high craftsmanship. The collection focuses on women's wear, although the collection now also includes some menswear items, which will be expanded further.

The founder and designer, Tina Noack, has a degree in economics and computer science and was honored with the 'Design award sustainable collections 2025' by the Association of German Fashion and Textile Designers (VDMD) at the Düsseldorf Fashion Days.

The story behind the brand Alpin Lodge

The designer and founder is a city girl, a passionate skier and a software engineer in the financial sector. While out and about in the mountains, she made a momentous discovery during a special event, when the shepherds celebrated the end of the summer. Moving down into the valley with their herd, they were clad in an extraordinary fabric.

"Loden" has been protecting shepherds, mountaineers and hunters from the cold, wind and water for centuries as it is wind-repellent, water-repellent and temperature-regulating. A natural high-tech fabric that retains its shape and fits perfectly in any situation. A material that retains its style. But until now it has only been available as traditional costume. Loden had never been available in real fashion before. It couldn't stay that way.

The fashion label ALPIN LODGE was born.

THE ALPIN LODGE COLLECTION

Looks that suit every occasion



GLAM MEETS TRADITION
DURABLE - NATURAL - SEASONLESS
PERFECT FOR THIS MOMENT
LODEN RELOADED

Alpin Lodge brings loden to the city - with looks that suit every occasion. A collection that is characterized by sporty, casual elegance, value and timelessness - not least due to the continuous combination of loden and leather. The collection, which can be worn all year round, proves that Loden has arrived in the city with fresh colors, coolness and glamour - ready to wear.

ALPIN LODGE – PERFECT FOR THIS MOMENT

Key Facts:

- Collection wearable all year round thanks to naturally functional material
- Production in the EU (Slovakia)
- Loden produced in Austria and Germany
- Leather from Germany and Italy
- Timeless collection, timeless materials: As all collection items are made from standard materials, every item can be reproduced
- The materials loden and leather as well as high-quality production guarantee durability

Sustainability

The Alpin Lodge collection is highly sustainable. The materials used are 100% natural and the loden as the main fabric is the most durable, natural material of all - it has an extremely long lifespan due to its special processing. This is proven by the fact that the typical "Loden coat" is passed down from generation to generation. The design is adapted to this fact - every piece in the collection is timeless.

For this combination of highly sustainable collection with innovative and timeless design the Association of German Fashion and Textile Designers (VDMD) awarded Alpin Lodge with the 'Design award sustainable collections 2025'.

CASUAL
TIMELESS
ELEGANCE

Award winning sustainable design

LODEN
STYIEZ



THE BENEFITS OF LODEN

Highly sustainable - 100% natural

LEATHER &
ORGANIC
WOOL

100% virgin wool with wool from merino sheep, alpaca, angora rabbit and cashmere goat. Loden comes from the Old High German word "lodo", which means "coarse woolen fabric". In 40 steps, high-quality wool is processed into the dense carded yarn fabric using traditional craftsmanship. The wool fabric is compacted by the so-called "fulling" process, which leads to the outstanding properties of the material.

Loden is wind and water repellent, hard-wearing and durable. It is also unbeatably comfortable to wear. No (daily) washing is necessary – simply hang the outfit out in the fresh air overnight. It's ready for the next day.

Water-repellent

Natural impregnation due to the dense surface and the fat content of the wool. Depending on the intensity of the rain, several hours can be spent in the wet.

Moisture-regulating

It feels dry even if it is wet. Wool fiber is able to absorb up to a third of its own weight in water without feeling wet. The moisture is absorbed by the fiber and slowly released again.

Wind-repellent

The fulling process binds the fibers together to form a wind-repellent structure.

Breathable

Body heat and cold air are stored by the fibers, which ensures thermal balance. Water vapor from the body is released to the surface of the fabric.

Odor-inhibiting

Wool neutralizes odors and sweat is ventilated.

Flame retardant

The high protein content of the wool protects against ignition by flying sparks and fire.

Temperature equalizing

Regular and controlled heat equalization prevents the cold from passing through, retains body heat and offers exceptional comfort: Cooling in summer, warming in winter.

Dirt resistant

Dirt and grime can be easily brushed off when dry.

MANUFACTURING LODEN

When the raw wool has arrived in the loden manufacture, it is dyed in different colors.

Spinning

First, the wool fibers must be laid into a fine fiber fleece. This is done by the so-called „carding machine“. Depending on the quality and the colour you want to achieve, the raw wool is mixed on this machine according to special recipes. This fiber fleece is then divided into strips and rounded into a roving at the so-called „Nitschelwerk“. A roving is not yet tear-resistant. Therefore, the roving is inserted into the ring spinning machine, that creates a tear-resistant woolen yarn (as we know it) by continuously twisting and simultaneously stretching the roving.

Weaving

After gaining the woolen yarn, it is woven into a fabric. This process is also done by machines at a speed where the weaving is almost invisible to the naked eye. Nevertheless, the trained weavers have a lot to do. Sometimes a thread can break and has to be reworked.

Milling

Now comes the decisive production step that turns a simple wool fabric into a special loden fabric. The woven fabric is pulled over rollers under the influence of moisture and heat, causing it to felt. This is known as “fulling”. This process causes the woven fabric to shrink in length and width, depending on the intensity of the fulling. For example, a 2.50 m wide woven fabric can become a loden of only 1.50m. The intensity of the fulling then also determines the properties of the loden.

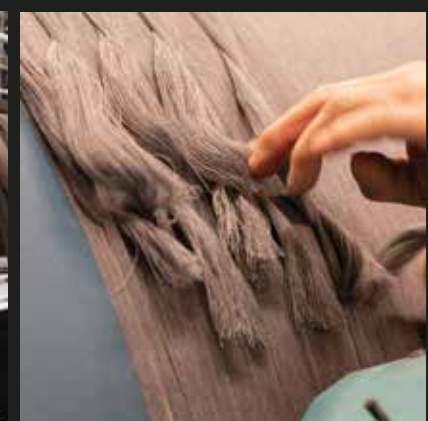
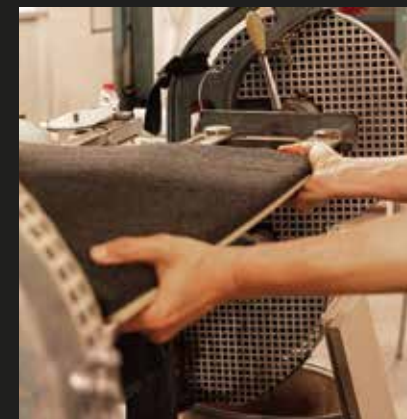
The stronger and longer the fabric is milled, the more water- and wind-repellent it becomes, as the surface of the fabric is better “sealed”. Nevertheless, it never loses its breathability due to the temperature and moisture-regulating properties of the wool.

Refining

After fulling and after the loden has been washed clean again, it is clamped into the shearing machine. This cuts the short fibers that are created during the fulling process to a hundredth of a millimeter.

Finally, the loden is placed in the decatizing machine. This process is similar to hot steam ironing. This final step is important to ensure that the finished garment retains its shape.

SPINNING



WEAVING

MILLING

REFINING



Alpin Lodge | TN Fashion
+49 (0)151 26 197591
info@alpin-lodge.fashion | www.alpin-lodge.fashion

Königsallee 43 | 71638 Ludwigsburg | Germany