





Michi Klemera with his daughter Johanna

Dear climbing comrade,

When you hear the name Luis Trenker, you think of many things, but certainly not South American temperament and Latino style.

That will definitely change with this collection. Once again, we are saying goodbye to old clichés, going beyond our boundaries, entering completely new territory and underpinning the internationality of our brand.

"VIVA LA VIDA!" is the motto of this extraordinary fashion for summer, which reflects an irrepressible joy of life, lightness and passion – inspired by Argentina and the world of tango.

Creativity must always be surprising, innovative, different. Anyone who knows Luis Trenker knows by now, that they can expect one thing above all from us: the unexpected!

Warmly, Michi, Johanna and the whole Luis Trenker Team











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THE EASYWEAR COLLECTION

C A S U A L unlimited

We'll ease ourselves gently into summer with a very comfortable, cosy and soft loungewear. What is particularly noteworthy, is the cotton terrycloth designed exclusively for Luis Trenker, with a subtle logomania of diamonds and the initials LT.

The essential outfits also include an important keypiece of the entire collection – a trench coat in a material mix of cotton gabardine and nappa leather for men and women – ideal for the last cool days of spring!

For the necessary elegance, we provide a costume of linen with pinstripes for her and a suit of fine corduroy for him.

The women's colour palette focuses on soft pastel shades, such as pink and light blue, while the men's colour palette includes timeless grey, cream and dark blue, as well as a strong Argentine light blue, as seen on the jerseys of the soccer world champions.























THE MAIN COLLECTION

ARGENTINA

unlimited

Well-tried and yet surprisingly different: Popular materials such as cotton stretch-piqué or the ultra-light "parachute" — Cotton presents itself here in completely new colours and shapes.

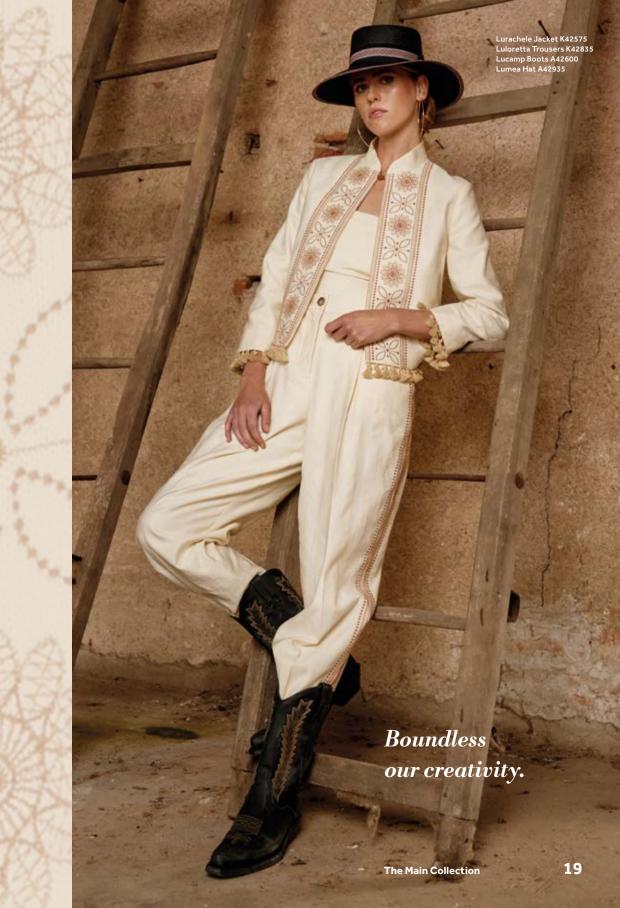
What else stands out amongst the fabrics, is jacquard, which is produced by elaborate web processes particularly complex that produce extraordinary patterns: In Summer 2024 these are a fine linen jacquard with floral motif and a refreshing patterned micro jacquard.

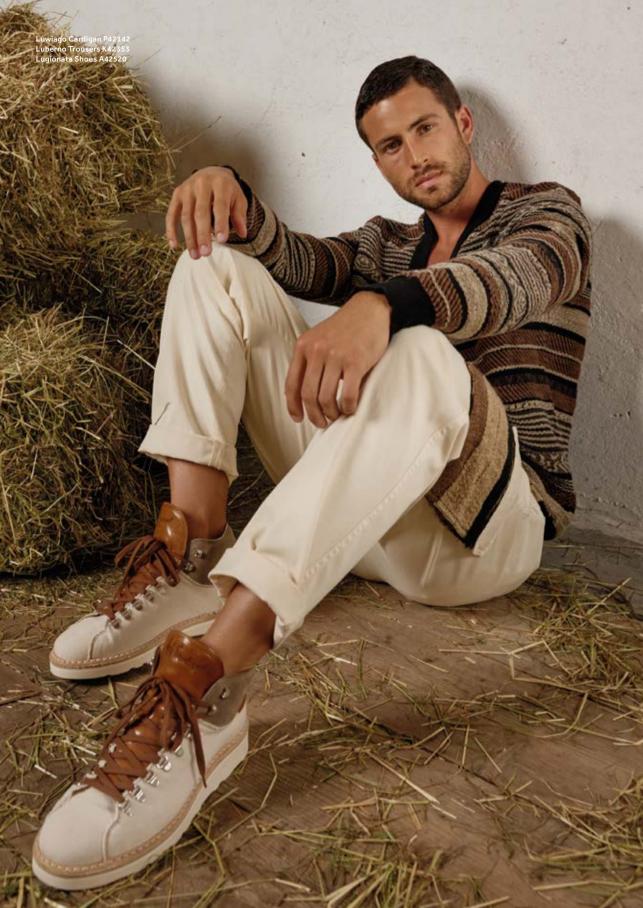
Also, specially designed and produced exclusively for us: The print in bandana look, with the lady on red and royal blue Cotton fabric particularly well accentuated and on dark beige for the men, red brown and dark blue background returns in the Summer Collection.

Folklore style embroidery and playful details like tassels underline the latino style Main Collection.

The Main Collection 17







































THE SUMMER COLLECTION

HOLIDAYS

unlimited

Comfortable fits and refreshingly lightweight materials determine the character of this part of the collection. A highlight for the ladies is the ivory-coloured Sangallo lace, which comes in the form of trousers in Carrot Fit and as boxy blouse with short sleeves. The absolute "Must haves", however, are unquestionably the precious pure silk creations, available in black and cream with a special Luis Trenker designed print in another colour.

For men, a suit made from linen-jersey with pinstripes, the elegant addition to summer Bermuda shorts, Hooded shirts & Co.

The colour palette for the ladies ranges from delicate cyclamen to elegant black, while the men are dominated by beige and cream, and light and dark blue.

The Summer Collection 37















Tirols Hochplateau:

That certain something

The Region Seefeld is truly exceptional for Tyrol – it belongs neither to the mountain worlds nor to the valley worlds. Instead, the five villages of the region lie in a unique in-between world: On an open high plateau, framed rather than occupied by the mighty mountains, a proud 1.200 metres above sea level.

Its unique location also makes the region so special - and so diverse. On Tirols Hochplateau, wide mountain landscapes unite with the immediate proximity of all offers. A variety of activities with special attention to detail. Genuine enjoyment with natural originality. Honest joie de vivre, serious sustainability, true hospitality - everywhere you feel that certain something.

Something that can hardly be described or put into words. Something that you simply have to feel for yourself in Seefeld – extraordinary, impressive and truly unique. One exclusive highlight is located right in the heart of Seefeld's historic pedestrian zone: The Luis Trenker Store. The traditional South Tyrolean label is in its natural element here. And in the style of Seefeld: Elegance with that certain something.

Region Seefeld 45

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High quality standards, a passion for what is special, courage to embrace the unusual, alpine lifestyle, authenticity & individuality - these are all values Luis Trenker and "Die Krone von Lech" share.

We want nothing more than to make your Krone-time valuable holiday time, and we look foward to being your passionate hosts.

Your Pfefferkorn family



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KRONE-TIME







Attractive packages for the Krone Ski Winter (02/12/2023 – 21/04/2024) and Krone Mountain Summer (27/06/2024 – 22/09/2024) for hiking, golf & relaxation at **www.kronelech.at** Romantik Hotel "Die Krone von Lech", 6764 Lech am Arlberg, Austria, Tel. +43 5583 2551. Photos: Herbert Lehmann, Gudrun Kaiser



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- Luis Trenker Shops

- Shop in Shops

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