



LUIZ

COMPANY PROFILE
2026

TIMELESS LUXURY: THE LUIZ BRAND STANDS FOR BESPOKE TEXTILES, CRAFTSMANSHIP OF THE HIGHEST ORDER AND A HOLISTIC APPROACH TO SLEEP

With a deep-rooted passion for fine natural materials and traditional craftsmanship, Barbara and Anna Luiz are the third generation to run the family business LUIZ. The sisters have developed the Cologne-based manufacturer into an internationally sought-after brand for luxury textile products – with a comprehensive collection for the bedroom, bathroom, living room and table, and, for the past few years, also for bespoke upholstered beds.



Bespoke luxury: craftsmanship embodied in every fibre

Since 1969, LUIZ has been dedicated to producing the finest home textiles – originally under the name Frottex, founded by Kika and Hanns Luiz, the grandparents of the current managing directors. The transition to a modern manufacturer began under the leadership of the second generation, with mother Rita Luiz as the driving force. The decisive step towards today's premium brand LUIZ was ultimately taken by granddaughters Barbara and Anna Luiz: since the early 2000s, they have shaped the family business into a strong, internationally recognised brand for textile home aesthetics.

Today, LUIZ stands for bespoke products of the highest quality. From fine bed and table linen, through throws, terry towelling, curtains, decorative cushions and fine fabrics by the metre, to its own range of upholstered beds. At the heart of it all is the workshop in Cologne, where 35 seamstresses, tailors and embroidery and cutting specialists use their masterful skills to bring every wish to life – always made to order, always bespoke.



Sleep reimagined: a holistic approach to sleep, combining practicality and aesthetics

With the launch of the LUIZ Beds range a few years ago, the company has consistently expanded its portfolio. In addition to luxurious textiles, LUIZ now also offers upholstered beds, matching mattresses, toppers and mattress topper systems. The result is a holistic concept for 'beautiful sleep' – harmonious in design, uncompromising in quality.

Every bed is made to measure and is individually planned: upholstery fabrics, dimensions, headboards, slatted bases – everything is customisable. The beds are crafted from high-quality materials such as solid wood and natural upholstery, and were designed by Hamburg-based designer Peter Fehrentz, who also supports LUIZ with the creative implementation of trade fair presentations.

Bespoke craftsmanship meets design excellence:

The textile collections

LUIZ's textile collections embody understated elegance and sensory quality. They are characterised by finely balanced, natural shades – powdery, muted, soft – that blend harmoniously into any living space. LUIZ's style does not follow fashion trends, but focuses on timeless aesthetics aimed at people with an appreciation for materials, atmosphere and durability. It is luxurious, yet understated – timeless, yet full of character.

Every detail is carefully considered: from distinctive bar tacks or hemstitching to precise custom sizes and bespoke embroidery, LUIZ fulfils almost every wish. Those seeking a personal consultation can make use of the 'Concierge Service': interior design consultants develop bespoke concepts tailored to the space, style and function.



Quality with a sense of responsibility: Sustainability at LUIZ

In addition to high product quality, LUIZ places great emphasis on responsible business practices. The company works exclusively with European partners who guarantee fair working conditions and high environmental standards. At its Cologne site, the company operates its own photovoltaic system, which not only powers production but also supplies up to 300 households in the region with green electricity.

The Manufacturing Experience: Showroom and On-Site Production

The company's philosophy is also reflected in the architecture of its headquarters in Cologne, which it moved into in 2020: clean lines, an inspiring atmosphere and open-plan layouts. The company's own showroom is also located here: from fabric samples and colour and finish options to finished beds and textile collections, the entire range can be experienced here.

End customers, retail partners and interior design professionals can experience the unique feel of the fabrics first-hand, test individual combinations, seek advice and witness the precision of the manufacturing process in the adjacent workshop. A place where inspiration becomes tangible home aesthetics.

Two sisters, one vision

For around 25 years now, the management of LUIZ has been firmly in the hands of sisters Barbara and Anna Luiz. Their division of responsibilities stems naturally from their respective strengths: whilst Barbara oversees the fabrics and collections, among other things, Anna is responsible for communications and brand development. Important decisions are always made together – with a clear eye for design, the market and the future.

Anna Luiz: “We complement each other perfectly. We always know what the other is doing and, above all, why.”



Brands and ranges

LUIZ

Luxury home textiles for the bed, bathroom and table – individually crafted at the manufactory in Cologne.

Bed linen / Table linen / Terry towelling / Throws / Decorative cushions /
Curtains / Laundry detergents / Fabrics by the metre

decode by LUIZ

Design-oriented range with a clean aesthetic and minimalist colour scheme.

Bed linen / Throws / Bedspreads

luiz beds

Upholstered beds, mattresses, mattress toppers – customisable, handcrafted.

Contact and Showroom

Beerstr. 9, 50354 Hürth, Germany

luiz.com

Press and viewing appointments, as well as images and product samples, are available on request. Private showroom tours can be arranged on request (by appointment): info@luiz.com

Press Contact

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