

COLLECTION 2025 / 2026

# lumiies® LOOK BOOK

NEON IS THE NEW BLACK

[WWW.LUMIIES.COM](http://WWW.LUMIIES.COM)



# ABOUT lumiies®

**WINNER  
BEST NEWCOMER  
OF THE YEAR  
GERMAN PET INDUSTRY**



Where Fashion Meets Function – Premium Dogwear with Purpose

lumiies® is a premium brand for dogwear and accessories, founded by sisters Marion and Kerstin Käfer. Rooted in a shared passion for design, innovation, and animal wellbeing, lumiies® stands for a new generation of conscious pet fashion.

Designed in our own studio in Germany, every lumiies® product is developed in close collaboration with textile engineers and veterinarians. The result is a thoughtful balance of high-fashion aesthetics, technical functionality, and true everyday relevance. From fit and comfort to visibility and durability, each detail serves a clear purpose.

We work exclusively with certified premium manufacturers who guarantee fair wages, ethical working conditions, and transparent supply chains. Our production partners include GOTS-certified, solar-powered factories, and we use only premium, vegan materials. In addition, we actively support and empower women within the textile industry — not as a statement, but as a responsibility.

lumiies® is known for iconic products such as the Glow Jumper, as well as refined seasonal collections and functional accessories. Bold colors, performance-level fabrics, and unmistakable design ensure strong shelf presence while delivering genuine added value for modern dog families.

Our work has been featured in VOGUE, Vanity Fair, Jolie, and on national television. In 2025, lumiies® was awarded Best Newcomer in the German Pet Industry and has been recognized as one of Germany's Top 10 most creative startups by the Creative Business Cup. The brand was also nominated for the German Founders Award. Today, lumiies® partners with over 150 B2B retailers across Europe, with a rapidly growing international presence. We collaborate closely with our retail partners, offering a design-led, premium assortment that resonates with quality-conscious customers and delivers long-term brand value.

Let's shape the future of conscious pet fashion — together.

Marion & Kerstin Käfer  
Founders, lumiies®

*Marion & Kerstin*



AS SEEN IN: **VOGUE jolie VANITY FAIR woman**  **RTL**   **pet** **zza.** ökologischer zentral anzeiger  PETA - APPROVED VEGAN

**WINNER  
BEST NEWCOMER  
OF THE YEAR**  
GERMAN PET INDUSTRY

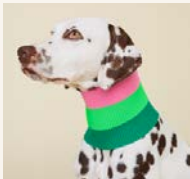


# PRODUCTS



**THE GLOW JUMPER**

AVAILABLE COLORS



**THE GLOW LOOP**

AVAILABLE COLORS



**THE GLOW BEANIE**

AVAILABLE COLORS



**THE GLOW RAINCOAT  
(mini-fit)**

AVAILABLE COLORS



**THE GLOW RAINCOAT  
(regular-fit)**

AVAILABLE COLORS



**THE TWISTY BALL**

AVAILABLE COLORS



**THE BEACH TOWEL**

AVAILABLE COLORS





MACHINE  
WASHABLE



100%  
RECYCLED  
MATERIAL



HIGH-  
VISIBILITY



HIGH-TECH  
YARN



SUPER  
ELASTIC

## THE GLOW JUMPER

100% NYLON  
High-Tech-Sport-Yarn

AVAILABLE  
COLORS



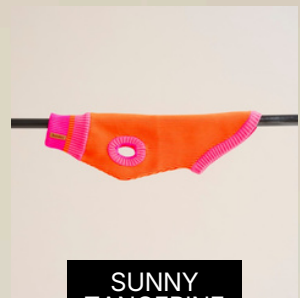
# The Glow Jumper

The Glow Jumper by lumiies® combines maximum visibility, comfort, and style in a design perfected over months of development. Made from skin-friendly recycled nylon and a high-tech performance yarn, it offers outstanding elasticity, shape retention, and thermal properties. Vibrant neon colors with micro-encapsulated pigments ensure excellent visibility in daylight and dusk.

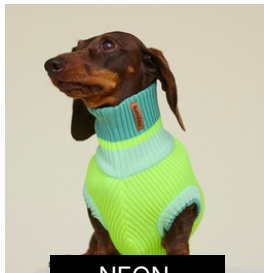
The foldable turtleneck and ultra-stretchy chest area provide a perfect fit – even for broader-chested dogs.

Produced in a GOTS-certified, solar-powered factory, the Glow Jumper reflects our commitment to sustainability and premium quality. Ideal for small to medium, slim-bodied breeds like Chihuahuas, Poodles, Greyhounds, Dachshunds, and many more – and available in 7 eye-catching colors.

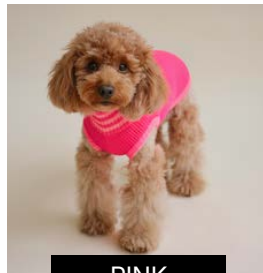
# The Glow Jumper



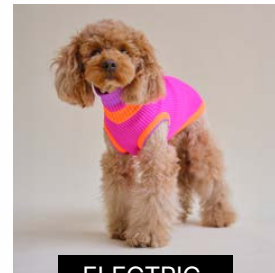
SUNNY  
TANGERINE



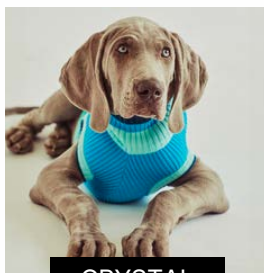
NEON  
MATCHA



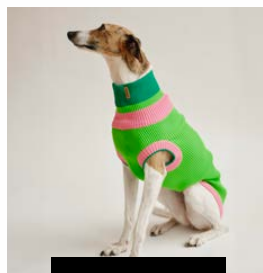
PINK  
PARADE



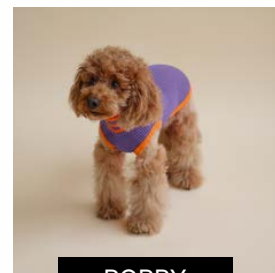
ELECTRIC  
SUNSET



CRYSTAL  
SKY



WATERMELON  
CRUSH



POPPY  
LAVENDER

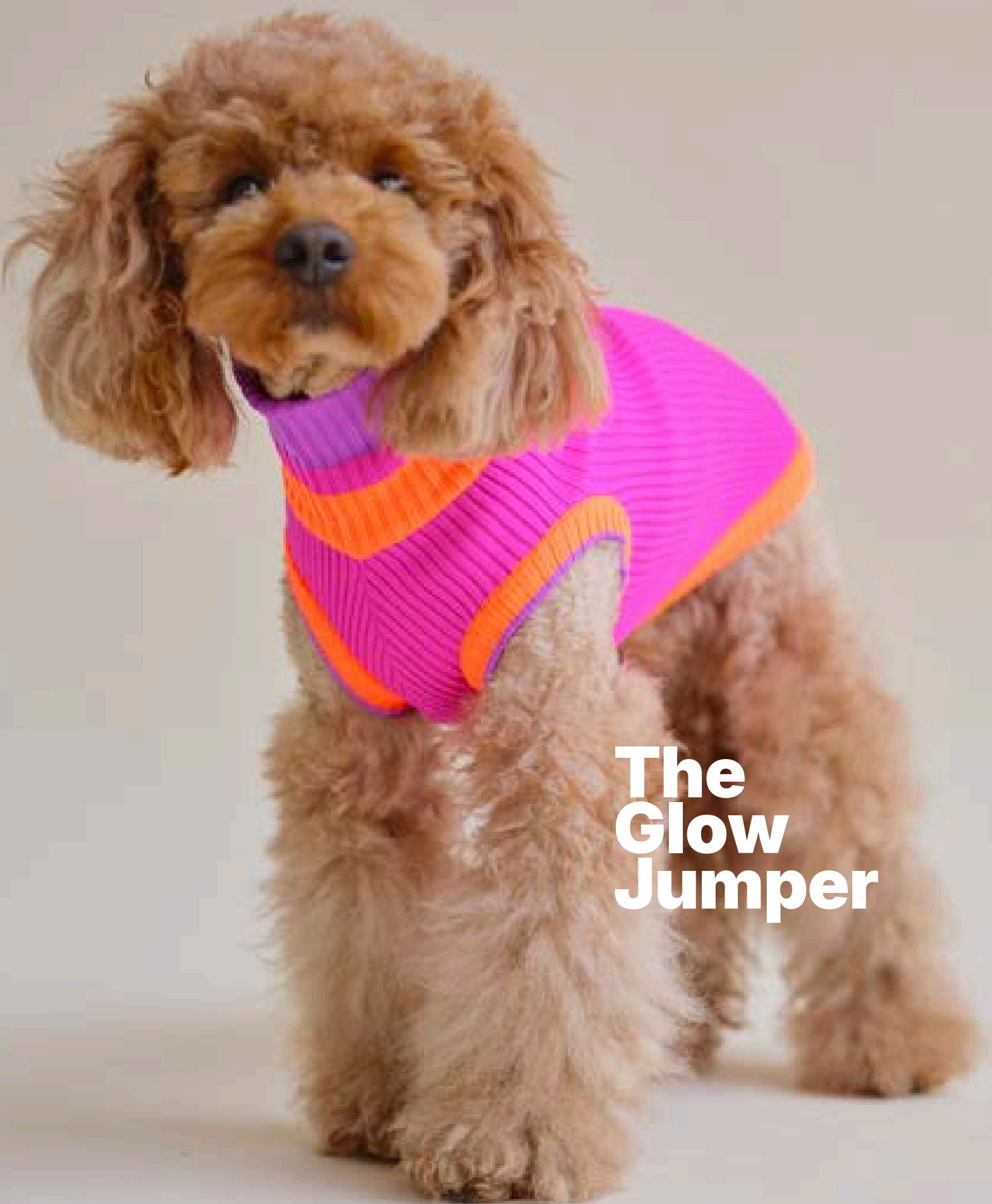






## VANITY FAIR

Neon Is the New Black: **LUMIES®** is a Germany based luxury lifestyle brand for dogs that brings you apparel in chic neon for your four-legged best friends. The female founded brand designs colourful leads, loops, jumpers, and raincoats that combine style and safety - looking good and being highly visible on the street. Shop the collection at [www.lumies.com](http://www.lumies.com) and follow @lumies.highvisibility on Instagram.



**The  
Glow  
Jumper**



MACHINE  
WASHABLE



100%  
RECYCLED  
MATERIAL



HIGH-  
VISIBILITY



HIGH-TECH  
YARN



SUPER  
ELASTIC

## THE GLOW LOOP

100% NYLON  
High-Tech-Sport-Yarn

AVAILABLE  
COLORS



# The Glow Loop

The Glow Loop is a soft, lightweight neck warmer designed for added visibility and warmth. Crafted from elastic recycled nylon, it offers a comfortable, stable fit without restricting movement. The neon signal colors, powered by micro-encapsulated pigments, stand out in low light – ideal for early morning or evening walks.

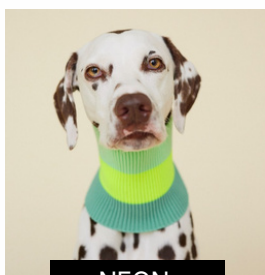
A discreet back slit allows easy leash access to the collar underneath, combining functionality with sleek design.

Produced in our GOTS-certified knitwear factory, it reflects our ongoing commitment to sustainable, high-quality dogwear.

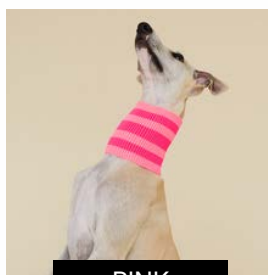
The “glow” refers to its high-contrast neon tones, which enhance visibility through bold color definition.



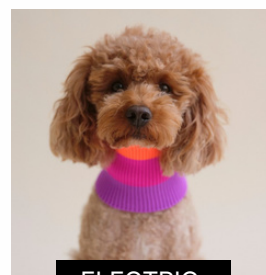
# The Glow Loop



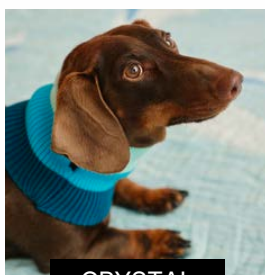
NEON MATCHA



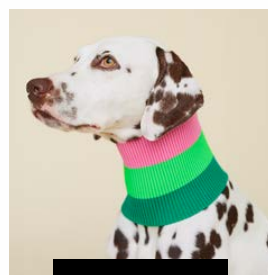
PINK PARADE



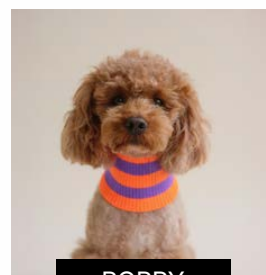
ELECTRIC SUNSET



CRYSTAL SKY



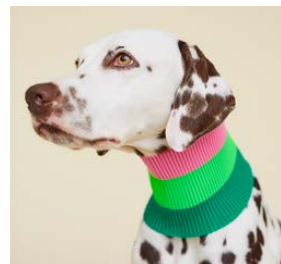
WATERMELON CRUSH



POPPY LAVENDER







## VOGUE

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PERFECT  
PARTNERLOOK

# The Glow Beanie



SUNNY  
TANGERINE



NEON  
MATCHA



PINK  
PARADE



ELECTRIC  
SUNSET



CRYSTAL  
SKY



WATERMELON  
CRUSH



POPPY  
LAVENDER





**The  
Glow  
Loop**





MACHINE WASHABLE



100% RECYCLED MATERIAL



HIGH-VISIBILITY



100% WATERPROOF



THERMO

## THE GLOW RAINCOAT mini-fit

100% POLYESTER + 100% COTTON  
100% WATERPROOF

AVAILABLE  
COLORS



# The Glow Raincoat regular-fit & mini-fit

2-in-1 Winter & Rain Coat – For Dogs Who Need Comfort, Performance & Style

Our premium 2-in-1 Winter & Rain Coat combines weather protection, comfort, and sustainable design – available in two tailored fits:

The Mini-Fit for shorter backs and smaller frames, and the Regular-Fit for athletic breeds like Whippets, Vizslas, Dalmatians, Italian Greyhounds, Pinschers, Podencos, and more.

Made from 100% recycled, OEKO-Tex® certified materials, the coat combines a waterproof outer shell with a lightweight, quick-drying fleece lining. Neon colors ensure visibility in low light. The Regular-Fit features a two-way zipper for easy harness access.

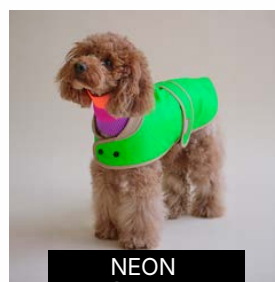
A soft organic cotton collar, adjustable fastenings, and easy-on blanket design make it comfortable and practical – even for sensitive dogs.



# The Glow Raincoat



mini-fit





## VOGUE

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**The  
Glow  
Raincoat**  
mini-fit

# The Glow Raincoat

regular- fit



NEON  
YELLOW  
FIREFLY



NEON  
TANGERINE  
TIGER



NEON  
YELLOW  
FIREFLY



NEON  
GREEN  
GECKO



NEON  
PINK  
FLAMINGO





HARNESS OPENING +  
TWO WAY ZIPPER

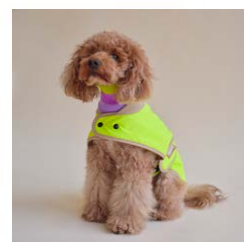


100%  
WATERPROOF



ADJUSTABLE WITH  
SNAP BUTTON

ADJUSTABLE WITH  
VELCRO FASTENER



## VANITY FAIR

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ULTRA FAST-DRYING  
POLAR FLEECE





# **The Glow Raincoat**

**regular-fit**



## THE TWISTY BALL

100% Cotton  
Filling: 100% Polyester

AVAILABLE  
COLORS



NEW!

NEW COLOR:  
COMING SOON - FEB 26

# The Twisty Ball

A colour-forward sniffing toy for curious minds

The Twisty Ball is designed for dogs who enjoy thoughtful play – and for owners who value design as much as function. Its soft, twisted construction creates volume and texture, encouraging sniffing, carrying, tossing and calm engagement.

With a diameter of approximately 15 cm (size Large), the Twisty Ball is ideal for medium to large dogs. Surprisingly, it has also proven highly popular with smaller breeds – even our dachshund test team quickly claimed it as a favourite.

Small treats can be hidden between the fabric layers, instantly transforming the ball into a sniffing and enrichment toy that supports mental stimulation, focus and relaxed play – without noise or overstimulation.

Available colourways

- Berry Twist – a vibrant mix of pink, rose and bright orange
- Matcha Twist – khaki, lime and soft sage green
- Ocean Twist – layered shades of blue

Whether used as a sniffing toy, a soft cuddle object or a lightweight throwing toy, the Twisty Ball is a versatile companion for a modern, mindful dog lifestyle.



NEW COLOR:  
COMING SOON - FEB 26  
"OCEAN TWIST"





MACHINE WASHABLE



ULTRA LIGHTWEIGHT



SAND REPELLENT



SUPER ABSORBENT

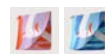


100% RECYCLED MATERIAL

## THE BEACH TOWEL

80% POLYESTER + 20% Polyamide  
160x80cm

AVAILABLE  
COLORS



# The Beach Towel Doxie Edition

**The Stylish XL Towel for Dog Lovers & Families**  
Our oversized towel (80 x 160 cm) is the perfect companion for beach days, yoga, sports, or cozy moments with your dog. Ultra-lightweight and compact, it fits into any bag — ideal for travel, holidays, or everyday adventures.

Crafted from high-quality microfiber (80% polyester, 20% polyamide), it absorbs large amounts of moisture within seconds and dries significantly faster than conventional towels. The sand-repellent surface keeps the sand where it belongs — on the beach.

A smart elastic loop lets you easily hang it up or roll it tight and secure it — practical and space-saving.

Beautifully packaged in a premium gift box, the towel also comes in a reusable, printed PVC zipper pouch — perfect for storage or travel. A must-have for all dog lovers — especially Dachshund fans. Whether it's for summer, after rainy walks, or cozy indoor moments, this towel is designed for year-round use and makes a wonderful gift any time of the year.





*the beach towel*





suburbia

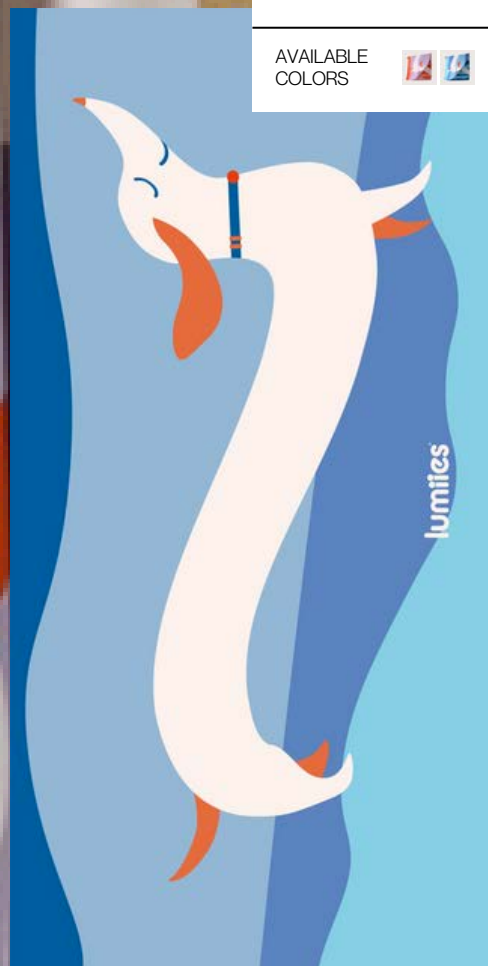
FRONT SIDE



FRONT SIDE



BACKSIDE



BACKSIDE

### THE BEACH TOWEL

80% POLYESTER + 20% Polyamide  
160x80cm

AVAILABLE  
COLORS









MACHINE  
WASHABLE



ULTRA  
LIGHTWEIGHT



SAND  
REPELLENT



SUPER  
ABSORBENT



100%  
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COLORS



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FRONTSIDE



lumites

BACKSIDE



lumites

### THE BEACH TOWEL

80% POLYESTER + 20% Polyamide  
160x80cm

AVAILABLE  
COLORS

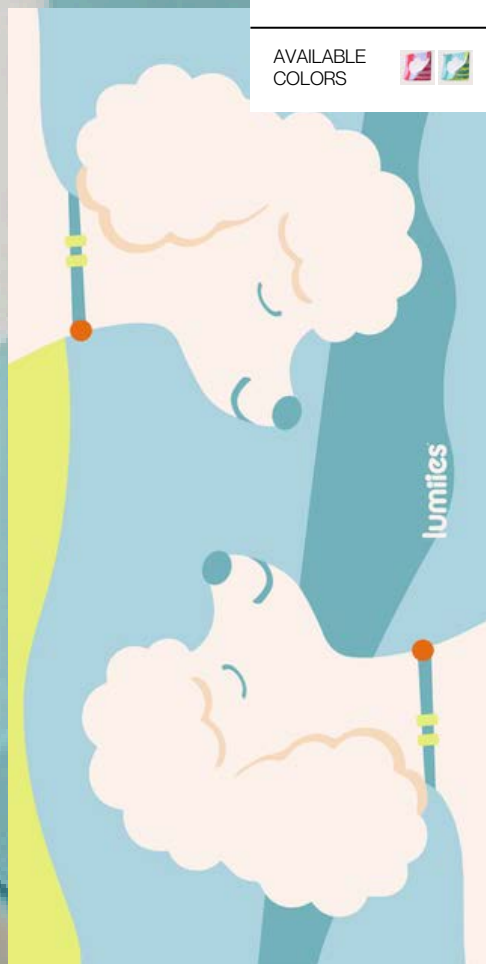


FRONTSIDE



lumites

BACKSIDE



lumites









**lumiies**

*you have great taste!*

*www.lumiies.com*

**lumiies®**

*the beach towel*

*enjoy your summer and let  
your days glow with sunshine*

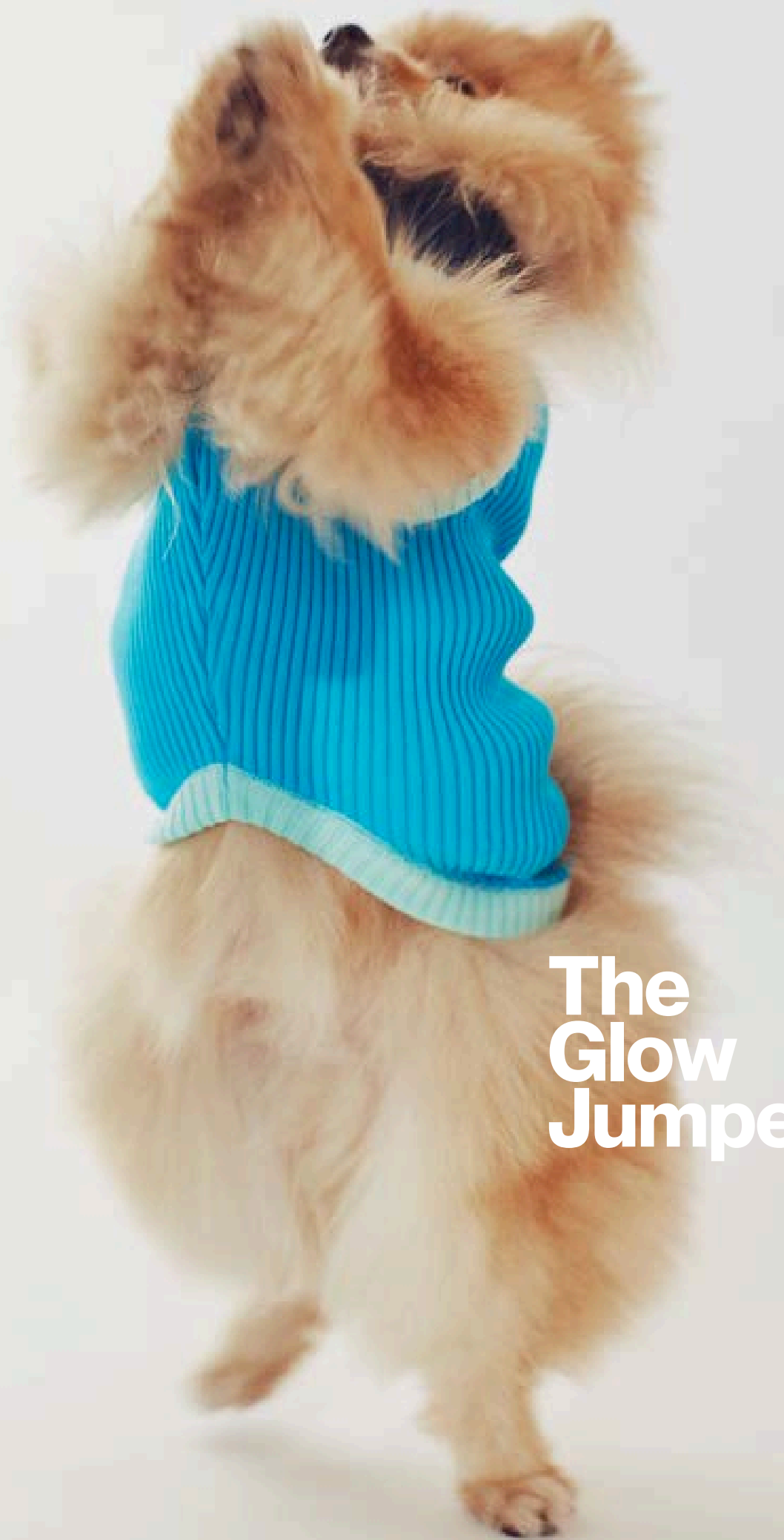


**The  
Glow  
Loop**





# The Glow Jumper



**The  
Glow  
Jumper**

# lumiies<sup>®</sup>

## Contact

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F A I R E

[lumiieshighvisibility.faire.com](https://lumiieshighvisibility.faire.com)



INSTAGRAM

*shine bright. stay safe.*

lumiies<sup>®</sup>