

COLLECTION 2025 / 2026

lumiies®
**LOOK
BOOK**

NEON IS THE NEW BLACK

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



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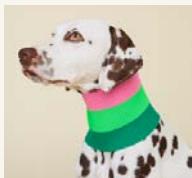


PRODUCTS



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





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.

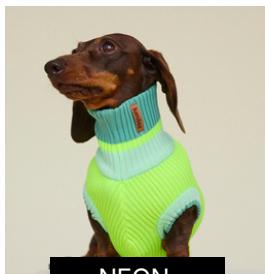
The foldable turtleneck and ultra-stretchy chest area provide a perfect fit – even for broader-chested dogs.

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.

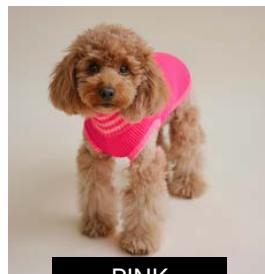
The Glow Jumper



SUNNY
TANGERINE



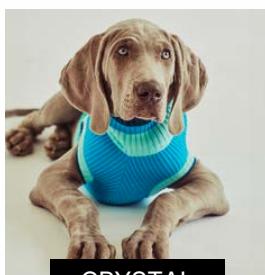
NEON
MATCHA



PINK
PARADE



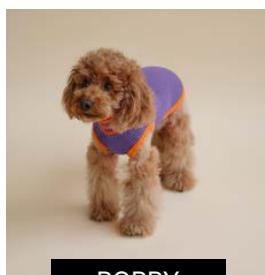
ELECTRIC
SUNSET



CRYSTAL
SKY

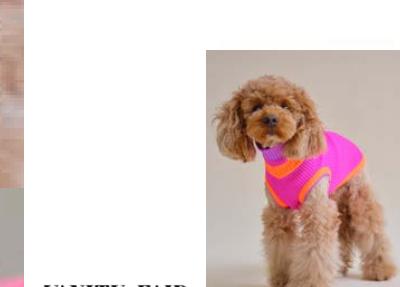


WATERMELON
CRUSH



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 and follow @lumies.highvisibility on Instagram.

A fluffy, light brown poodle is sitting and looking slightly to the left. It is wearing a pink and orange striped sweater. The sweater has a ribbed texture and a V-neck. The stripes alternate between a bright pink color and a vibrant orange color.

The Glow Jumper



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.

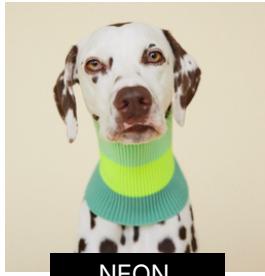
Produced in our GOTS-certified knitwear factory, it reflects our ongoing commitment to sustainable, high-quality dogwear.

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

The Glow Loop



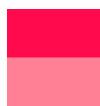
SUNNY
TANGERINE



NEON
MATCHA



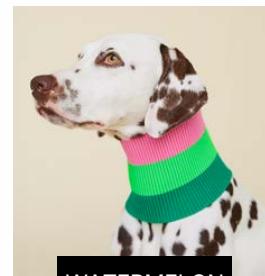
PINK
PARADE



ELECTRIC
SUNSET



CRYSTAL
SKY

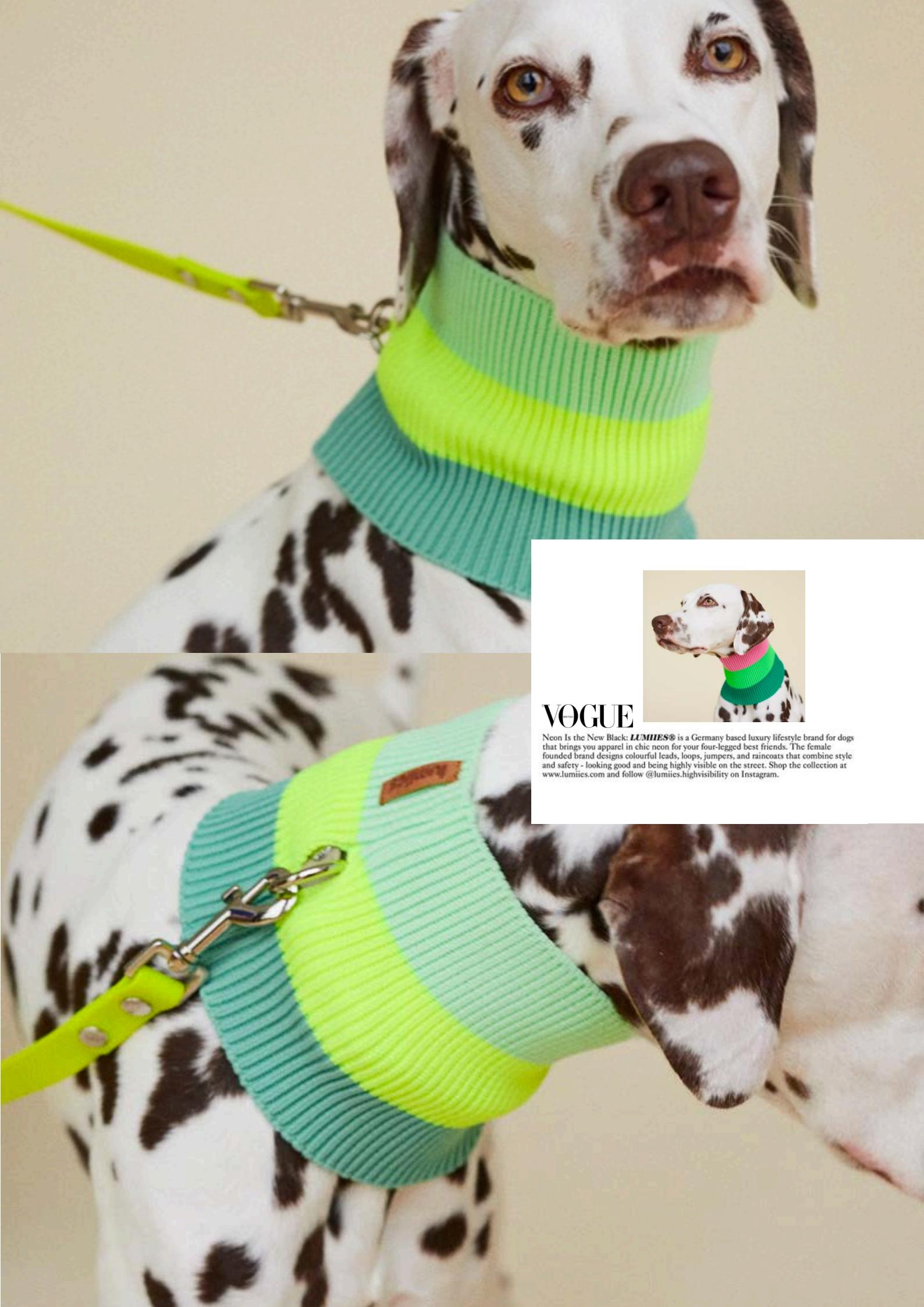


WATERMELON
CRUSH



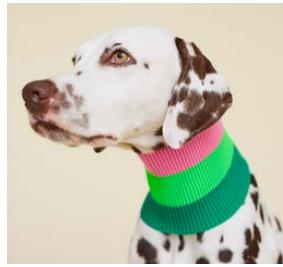
POPPY
LAVENDER





VOGUE

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 and follow @lumies.highvisibility on Instagram.



PERFECT
PARTNERLOOK

The Glow Beanie



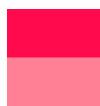
SUNNY
TANGERINE



NEON
MATCHA



PINK
PARADE



ELECTRIC
SUNSET



CRYSTAL
SKY



WATERMELON
CRUSH



POPPY
LAVENDER





**The
Glow
Loop**



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.



NEON
TANGERINE
TIGER

The Glow Raincoat

mini-fit



NEON
TANGERINE
TIGER



NEON
YELLOW
FIREFLY

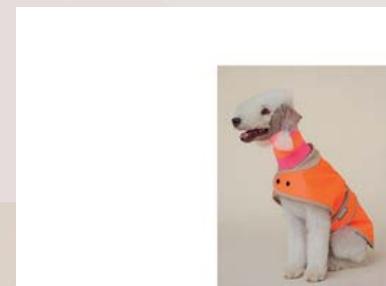
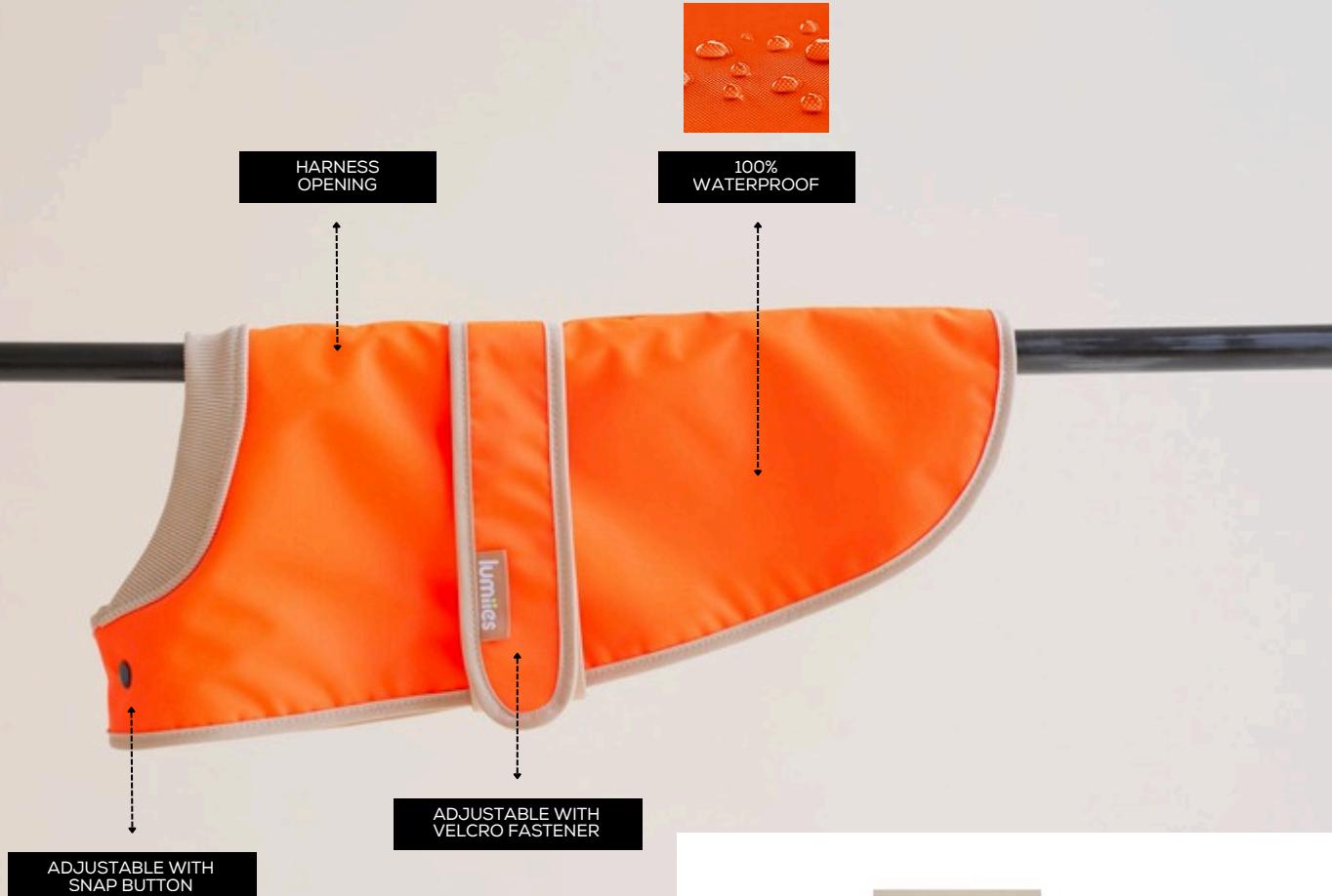


NEON
GREEN
GECKO



NEON
PINK
FLAMINGO





VOGUE

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**The
Glow
Raincoat**
mini-fit



NEON
YELLOW
FIREFLY

regular-fit



NEON
TANGERINE
TIGER



NEON
YELLOW
FIREFLY

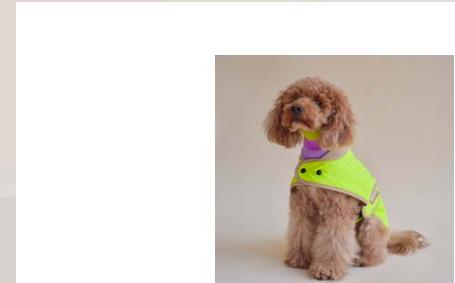


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**The Glow
Raincoat
regular-fit**



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"





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.

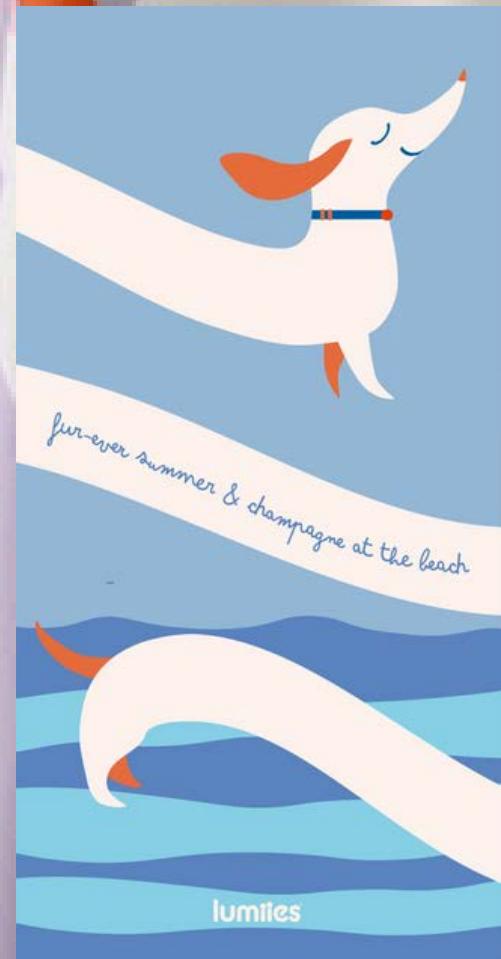
Crafted from high-quality microfiber (80% polyester, 20% polyamide), it absorbs large amounts of moisture within seconds and dries significantly faster than conventional towels. The sand-repellent surface keeps the sand where it belongs — on the beach.

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.



FRONTSIDE



FRONTSIDE



THE BEACH TOWEL

80% POLYESTER + 20% Polyamide
160x80cm

AVAILABLE COLORS



BACKSIDE



BACKSIDE



4 champagne at the beach

lumiles





THE BEACH TOWEL

80% POLYESTER + 20% Polyamide
160x80cm

AVAILABLE
COLORS



The Beach Towel Poodle Edition

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FRONTSIDE



FRONTSIDE



BACKSIDE

THE BEACH TOWEL

80% POLYESTER + 20% Polyamide
160x80cm

AVAILABLE COLORS



BACKSIDE









hummies®

hummies

ELABE

S

lumiies
you have great taste!

www.lumiies.com

lumiies®
the beach towel
with your own style
your life for all seasons



The
Glow
Loop



The Glow Jumper

A fluffy, light brown dog with a black patch on its chest is standing on a white surface. It is wearing a bright blue, ribbed, long-sleeved sweater. The dog is looking slightly to the left. The background is a plain, light color.

The Glow Jumper

lumiies®

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FAIRE

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