

Media release

LGT Capital Partners celebrates 25th anniversary

As it marks this important milestone, LGT Capital Partners is introducing a new brand identity. The alternative asset manager's assets under management have exceeded USD 100 billion for the first time.

Pfäeffikon, 11 January 2024. In the context of its 25th anniversary, LGT Capital Partners – a leading alternative investment manager owned by the Princely Family of Liechtenstein – launched a new brand identity, blending tradition and modernity. The updated logo features a more contemporary Princely Crown, and the imagery has been subtly adjusted. As part of the rebranding, LGT Capital Partners has also refreshed its website to offer an enhanced overview of the firm and its investment expertise.

The 25th year anniversary coincides with another important milestone, as LGT Capital Partners' assets under management have exceeded USD 100 billion for the first time in its history.

Pius Fritschi, a Managing Partner at LGT Capital Partners, commented: "After 25 years in business, this seems like the ideal time for us to introduce a new brand identity. While the rebranding gives the firm a new visual appearance, our DNA remains the same: as a principal investor, we will continue to stay close to our clients and strive to deliver solutions that are designed to withstand short-term upheavals and to generate attractive returns over the long term."

LGT Capital Partners

LGT Capital Partners is a leading alternative investment specialist with over USD 100 billion in assets under management and more than 700 institutional clients in 44 countries. An international team of over 750 professionals is responsible for managing a wide range of investment programs focusing on private markets, liquid alternatives and multi-asset class solutions. Headquartered in Pfäeffikon (SZ), Switzerland, the firm has offices in San Francisco, New York, Dublin, London, Paris, The Hague, Luxembourg, Frankfurt am Main, Vaduz, Dubai, Beijing, Hong Kong, Tokyo and Sydney.

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