



*Loewe*  
INTENSE

SPRING 2024



# Loewe INTENSE

SPRING 2024

## CONTENT

- 4 SWEET LEMON AGENCY
- 6 CRUMBLING HEARTS
- 8 NOW-TRILOGY
- 10 ABOUT OUR NEW TITLES
- 12 INTENSE  
MARKETING STRATEGIES
- 14 SERIES OVERVIEW

# His voice means everything to her – until she meets him.

- She fell first but he fell harder: CODA (child of D/deaf adult) meets audiobook speaker
- Touching stories straight from the readers' lives
- Love, humour and the big and small problems of life



**KYRA GROH** was born in 1990 in Seligenstadt am Main but has lived in her chosen home of **Frankfurt** for over ten years. She writes stories straight out of life – always with humour, depth, and authentic characters. When she is not working on her next book, she spends time with her boyfriend and their young son, drinking cappuccino, hanging out at concerts, or listening to music and audiobooks. The *Sweet Lemon Agency* is not her first foray into the world of advertising – Kyra herself worked as a copywriter for many years.



“This book has everything I love about Kyra’s stories: humour, depth, heart,  
and a writing style that keeps you hooked.

The Sweet Lemon Agency is my new favourite place to work!”

*SPIEGEL*-bestselling author Carolin Wahl



Kyra Groh  
**SWEET LEMON AGENCY**  
**Whispering Lines (Vol. 1)**  
no. 1544  
**Published in March 2024**  
464 pages  
All **Rights** available.

Every night, Klara lets Noel Carter’s voice whisper her to sleep. As a child of deaf parents, audio books are a safe haven for the advertising copywriter. Until her first real job takes her to a recording studio where Noel, of all people, is waiting for her behind the microphone. He is supposed to record her ideas for a sensual new campaign – and hates every word of it. For the failed actor, the recordings are further proof that no one takes him seriously. No one except Klara, who shows him that there is so much more written between the lines than he realizes.

Author and audiobook lover Kyra Groh explores this passion in her new New Adult series about the *Sweet Lemon Agency*: She fell first but he fell harder is the motto when CODA Klara and audiobook narrator Noel meet for a spicy advertising campaign.

# She wants a normal life. He wants to join Oslo's elite.

- **Childhood best friends to enemies to lovers:  
When the past collides with the present**
- **SPIEGEL**-bestselling author with a large social media community
- **More than 110.000 copies sold of her *Maybe*-trilogy**



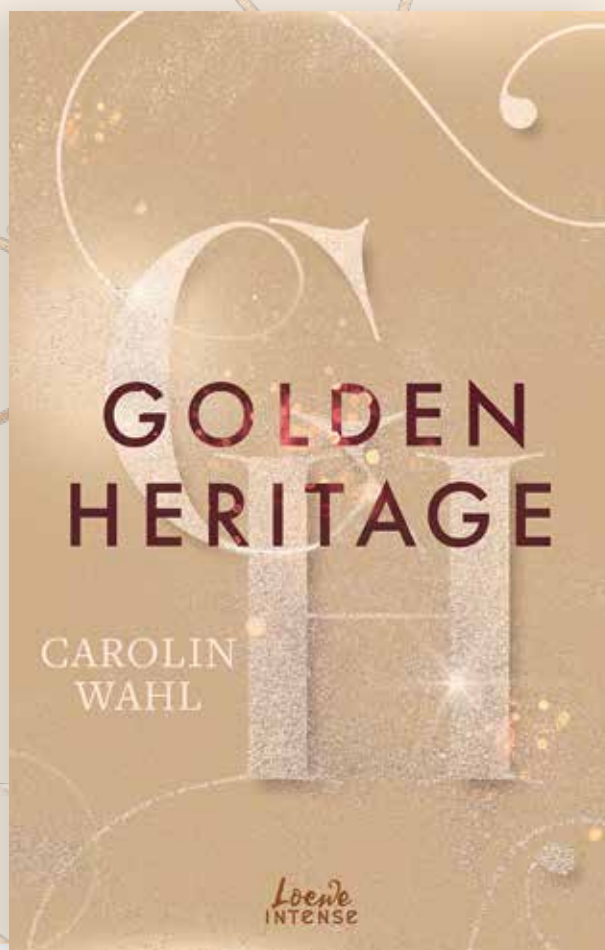
**CAROLIN WAHL** was born in Stuttgart in 1992 but feels just as much at home in other countries as she does in her region. No matter whether the foreign worlds lie between two book covers or a few hours away by plane. She loves romantic stories just as much as a thick fantasy book. Today, the **SPIEGEL**-bestselling author lives with her family in her hometown

## BACKLIST



„I can't stop raving about it!  
The story of Elli and Lucas has proven once again  
why Carolin Wahl is my favourite romance author.“

*SPIEGEL*-bestselling author Tami Fischer



Carolin Wahl  
**CRUMBLING HEARTS**  
**Golden Heritage (Vol. 2)**

no. 1572

**To be published in April 2024**

400 pages

**Rights sold** (series): Russian, Ukrainian.

Ellinor Skogen used to be a ghost. False name, no social media accounts, secluded elite boarding school. Only her best friend Lucas gave her a sense of normality – and that tingling feeling in her stomach. Until he finds out that she is the heiress to the leading Oslo cookie company KOSGEN and breaks off contact with her. Now, almost six years later, she meets Lucas on her first day at work under a concealed identity. But instead of betraying her, he offers her a deal: He will help her into the company if she gives him access to Oslo's elite. But can this really work when there is such a huge spark between them – more intense than ever before?

Spice, glamor and the really big feelings: in the second volume of her New Adult series, *SPIEGEL*-bestselling author Carolin Wahl tells the story of two childhood best friends who, in a uniquely atmospheric setting in Oslo's high society, become enemies to lovers.

# Art meets Love

- Touching love stories straight from the world of Gen Z: brother's-best-friend romance
- Strong, self-confident female protagonists
- *SPIEGEL*-bestselling author with a large social media community



© privat



**GABRIELLA SANTOS DE LIMA**, born in São Paulo in 1997, has the same weakness for indie music as her protagonist Amanda. She therefore prefers to work with music turned up loud and a view of vibrant city centres. She was a flight attendant before devoting herself entirely to writing. She was on the *SPIEGEL*-bestseller list with volumes one and two of her *Now*-trilogy.

## BACKLIST

Placed on the *SPIEGEL*-bestseller list



Placed on the *SPIEGEL*-bestseller list





„Amanda and Emil’s story  
is not only a beautiful love story in the brightest colours,  
but also a love letter to every inch of my body.“

Sophia Como



Gabriella Santos de Lima

**NOW**

**Now We Are Endless (Vol. 3)**

no. 1382

Published in January 2024

416 pages

All **Rights** available.

Never fall in love again – that’s what Amanda swore to herself after her first great love broke her heart. Four years, two new girlfriends and an Instagram account later, she’s doing well. Really well. Even if she hasn’t touched a paintbrush in ages. Even if she avoids dates on principle. Even when she meets Émil. Émil, the artist. Émil, who is as free as she always wanted to be. Émil, who suddenly makes her feel everything again ...

Art, love, social media: In the final volume of her New Adult series, *SPIEGEL*-bestselling author Gabriella Santos de Lima interweaves these timeless themes and their impact on Gen Z in a skilful and poetic way.

# Loewe INTENSE

## Our editor about the new Loewe Intense titles:



ELENA HEIN, Editor Loewe Intense

### Whispering Lines:

“The *Sweet Lemon Agency* is known for ingenious marketing ideas, an ambitious creative team and – not to forget – hot workplace romance. Kyra’s humorous writing in combination with her approach to deep topics make up for a perfect read-in-one-evening-book.”



### Now We Are Endless:

“Amanda’s and Émil’s story is a love letter to yourself. A four hundred pages long mantra to stand up for your dreams and desires and a recommendation for anyone who has ever been stuck between expectations and self-love.”



**Golden Heritage:**

“Glamour meets feel-good in this spicy childhood best friends to enemies to lovers romance in the heart of Oslo’s high society.

In my opinion the best New Adult book by Carolin so far.”



# Loewe INTENSE Marketing



TikTok channel  
with trending videos



@loewe.intense with one-of-a-kind content  
on Instagram – best to follow now!



Influencer marketing with wide-reaching New  
Adult book bloggers



New Adult podcast  
“Simply irresistible”



Target group optimized  
search engine advertising



Cooperation with target  
group magazines



Goodies  
for Bookstores



Pre-order campaigns  
with booksignings

Extensive  
marketing and  
PR plan for every  
novelty

Discover more now:  
[www.loewe-intense.de](http://www.loewe-intense.de)

Intense



Shop our new Loewe Intense fan merch here:

<https://loeweintense.myspreadshop.de>

Loewe  
INTENSE


Simply irresistible

STORIES  
TO FALL IN LOVE  
AND TO DREAM

[www.loewe-intense.de](http://www.loewe-intense.de)

Loewe  
INTENSE

Einfach unwiderstehlich



GESCHICHTEN  
ZUM VERLIEBEN  
UND TRÄUMEN

[www.loewe-intense.de](http://www.loewe-intense.de)



FOLLOW  
FOR THE  
STORIES  
TO FALL IN LOVE  
AND TO DREAM

Loewe  
INTENSE

[www.loewe-intense.de](http://www.loewe-intense.de)



Loewe  
INTENSE

Einfach unwiderstehlich

GESCHICHTEN  
ZUM VERLIEBEN  
UND TRÄUMEN

ZUM MITNEHMEN

- Lightbox (29,7 x 21 cm)
- Wire stand (ca. 40 x 35 cm)
- Pillow (50 x 30 cm)
- Customer brochure 2023/24 (20 Stück)
- Bookmark (6 Motive à 25 Stück)
- Ceiling pendant (45 cm)
- Floor stickers (30 cm | 3er-Set)
- Striped Poster (24 x 68 cm)

# All series at a glance



no. 1407 | Vol. 1



no. 1408 | Vol. 2



no. 1409 | Vol. 3

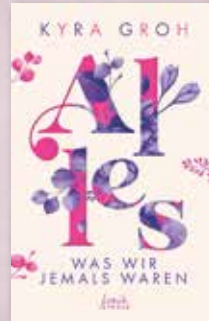
Rights sold (series): Ukrainian.



no. 1149 | Vol. 1



no. 1150 | Vol. 2



no. 1151 | Vol. 3



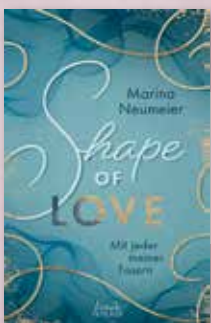
no. 1544 | Vol. 1



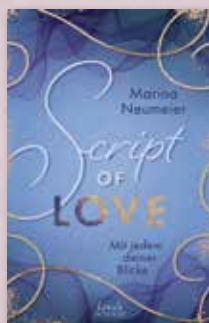
no. 1545 | Vol. 2



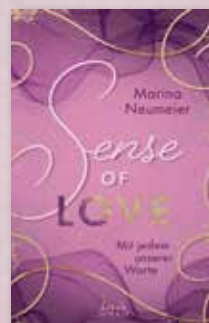
no. 1546 | Vol. 3



no. 1492 | Vol. 1



no. 1493 | Vol. 2



no. 1494 | Vol. 3

Rights sold (series): Ukrainian.





no. 1380 | Vol. 1



no. 1381 | Vol. 2



no. 1382 | Vol. 3



no. 1164 | Vol. 1



no. 1165 | Vol. 2



no. 1166 | Vol. 3



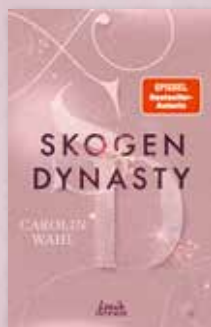
no. 1095 | Vol. 1



no. 1096 | Vol. 2



no. 1097 | Vol. 3



no. 1571 | Vol. 1



no. 1572 | Vol. 2



no. 1573 | Vol. 3

Nov 2024

Rights sold (series): Russian, Ukrainian.

## Your contact persons

### **Lisa-Marie Röller**

Rights Director  
l.roeller@loewe-verlag.de  
Tel. +49 9208 51 283

**Arabic World, English speaking countries, Russia**

### **Olga Nazarova**

Rights Manager  
o.nazarova@loewe-verlag.de  
Tel. +49 9208 51 153

**Baltic states, Balkans, Eastern and South-Eastern Europe**

### **Emma Bernardi**

Junior Rights Manager  
e.bernardi@loewe-verlag.de  
Tel. +49 9208 51 151

**Asia, Israel, Latin America, Scandinavia, Western Europe**

The following agencies represent our program and enjoy the Feel-good mood of *Loewe Intense* with us

### **China: Beijing Star Media Co., Ltd.**

Zhen Zhen  
info@wstern.com

### **Czech Republic, Slovakia: Agentur im Medien- und Verlagswesen**

Dr. Ivana Beil  
dribeil@aol.com

### **France: Editio Dialog**

Dr. Michael Wenzel  
dr.wenzel@editio-dialog.com  
www.editio-dialog.com

### **Greece: Iris Literary Agency**

Catherine Fragou  
irislit@otenet.gr  
www.irisliteraryagency.gr

### **Hungary: Balla-Sztojkov Literary Agency**

Rita Tillai  
ballalit@ballalit.hu  
www.ballalit.hu

### **Italy: Berla & Griffini Rights Agency**

Vanessa Maus  
maus@bgagency.it  
www.bgagency.it

### **Romania: Marilena Iovu Literary Agency**

Vanessa Maus  
maus@bgagency.it  
www.bgagency.it

### **Russia: ICSTI**

Tatjana Vaniat  
tatyana.vaniat@yandex.ru

### **Spanish + Portuguese speaking territories: Ute Körner Literary Agent**

Íñigo Cebollada  
i.cebollada@uklitag.com  
www.uklitag.com

### **Taiwan: jia-xi books co., ltd.**

Kim Pai  
eu@jiaxibooks.com.tw  
www.jiaxibooks.com.tw

### **Turkey: KALEM Literary Agency**

Ayda Konez  
rights4@kalemagency.com  
www.kalemagency.com

**Loewe**  
INTENSE