

ET ERNA

Meisterhaft seit 1863.

NEVER OUT OF STOCK
MEN

Our history spans
more than 160 years,
our passion is shirts
and blouses and our
corporate philosophy is
clearly defined.

We live our values.
We follow our vision.

Read more:



*Der Krage
des eleganten
Herren
auch im
Winter*

Herr Peter Lozohk

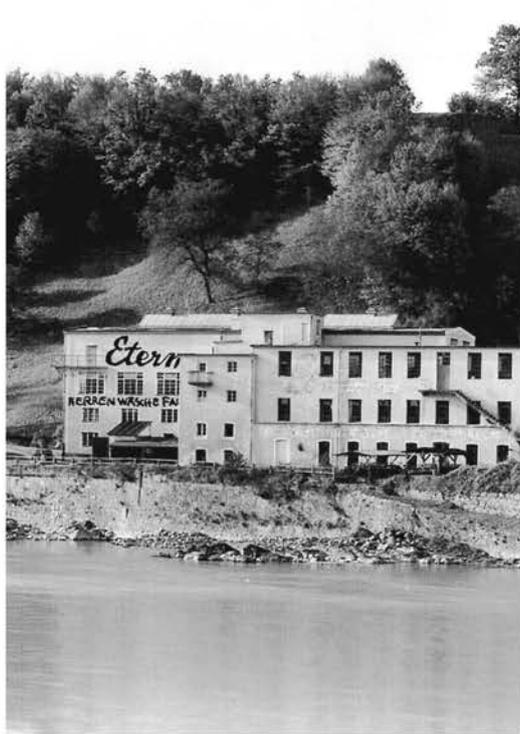
ELEGANT
BEQUEM
WIRTSCHAFTLICH

Photo Setzer-Wie

ETERNA

der halbsteife KRAGEN

ÜBERALL ERHÄLTlich - VERLANGEN SIE PROSPEKT!
FABRIKANTEN: BRÜDER HÖNIGSBERG, WIEN-BERLIN N.54



Eterna

Hemden

EINES SO SCHÖN
WIE DAS ANDERE

Eterna

DAS GUTE HERRENHEMD



3 Merkmale
kennzeichnen den halbsteifen
ETERNAKRAGEN:
Der schwere, dicht gewebte Stoff, der ihm Gehalt und Körper gibt.
Die vervollkommnete Näharbeit,
die jeden Stich wie ausgezirkelt hinsetzt.
Die Schönheit der Formen,
die für jeden Geschmack geschaffen sind. — Stückpreis 90 Rpf.





Sustainability is not a fashion trend.

As far back as 2000, ETERNA was the **world's first manufacturer** of men's shirts, business clothing and blouses to receive the **highest OEKO-TEX® certification**, which today equals the product label MADE IN GREEN by OEKO-TEX®. We've also **disclosed our entire value chain** since 2015. This is available for anyone - you can trace your product without gaps using the EAN code.

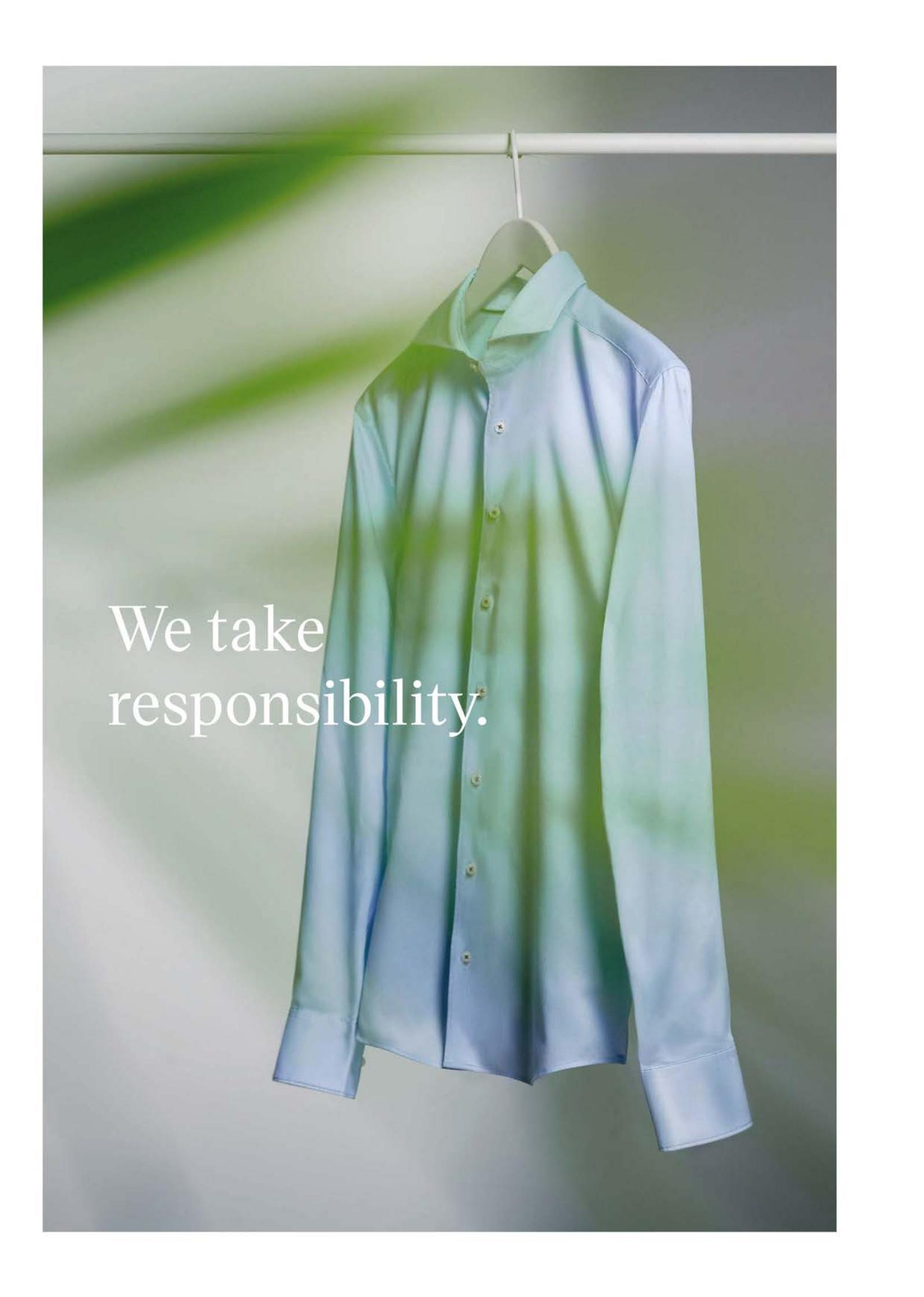
Also, we support a **large variety of sustainability projects** and initiatives like the Better Cotton Initiative, myclimate, Green Button, TEXAID and many more.



eterna-naturally.com

#NATURALLY

seals the beliefs and values of ETERNA: highest quality, sustainability and fair production.

A light blue long-sleeved button-down shirt is hanging on a white hanger from a silver rod. The shirt is the central focus, with its buttons and collar clearly visible. The background is a soft, out-of-focus green, suggesting a natural or indoor setting with plants. The lighting is even, highlighting the texture of the fabric.

We take
responsibility.

Environment

Throughout the entire life cycle of our shirts and blouses, we endeavour to keep our **carbon footprint as small as possible**. We avoid monocultures when we source our cotton, we pay attention to the **quality of waste water** in textile finishing and we optimise transport routes to avoid unnecessary emissions.

People

ETERNA **takes responsibility** for all the people involved in the manufacturing process of our shirts and blouses – regardless of the country they work in. We regard **fair working conditions**, occupational safety, regular working hours and social benefits as basic rights and as a matter of course. We do not tolerate discrimination, child labour or forced labour.

Future

ETERNA's sustainable principles are fixed in **our company policy** and our environmental policy. All employees have to state their commitment to these guidelines. Our **business partners** have to accept our supplier code of conduct to confirm their **sustainable and responsible way of working**.

Resources

We aim to handle resources consciously, meaningfully and sparingly. Our motto is: **reduce, re-use, recycle**. Wherever possible, we use recycled products in order to give leftover cotton, paper or cardboard a second life. At present, we're successively replacing plastics with renewable and reusable recycled materials.

Transparency

ETERNA fosters long-term, **close relationships** with its suppliers. These relationships are built on trust. Because close cooperation is required in order to ensure **supply chains are seamlessly certified**. The value chains for shirts and blouses which bear the MADE IN GREEN by OEKO-TEX® product label are **fully transparent**.



Fit Guide - Find your perfect Fit



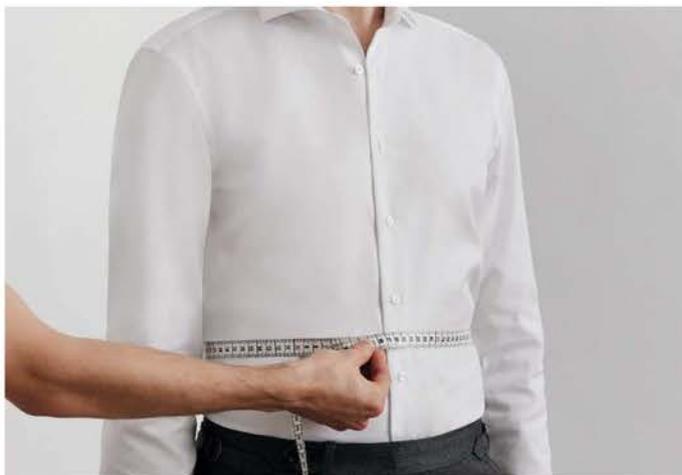
❶ Collar Sizes

To determine the correct collar size, place a tape measure around the neck, just below the larynx, at the point where the collar of the shirt will later sit. When measuring, the forefinger should be included between the neck and the measuring tape so that the collar sits comfortably and does not cut in.



❷ Chest measurement

The circumference of the upper body is referred to as the bust size for women and the chest width for men. This is measured at chest height at the widest point (usually at the level of the nipples) around the entire upper body.

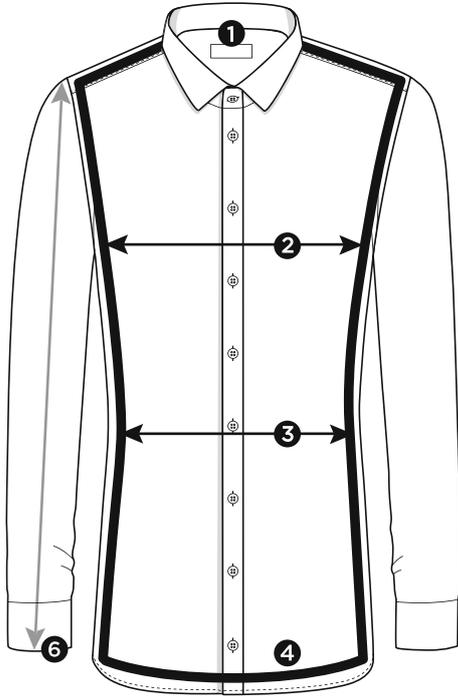


❸ Waist measurement

It is measured at the narrowest point of waist to determine the waist measurement.

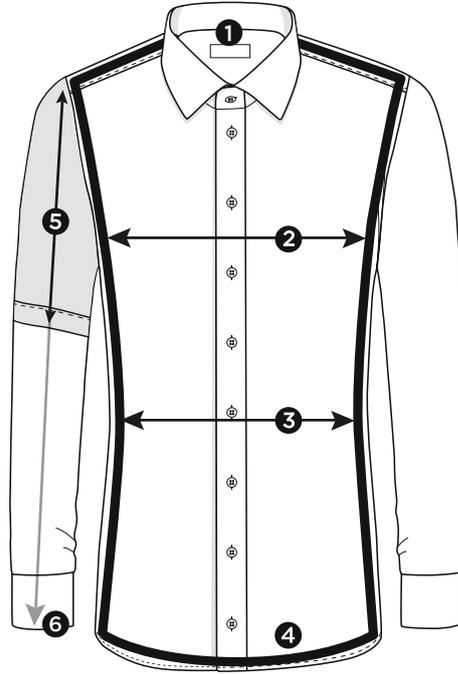
Super Slim

Figure-Hugging.



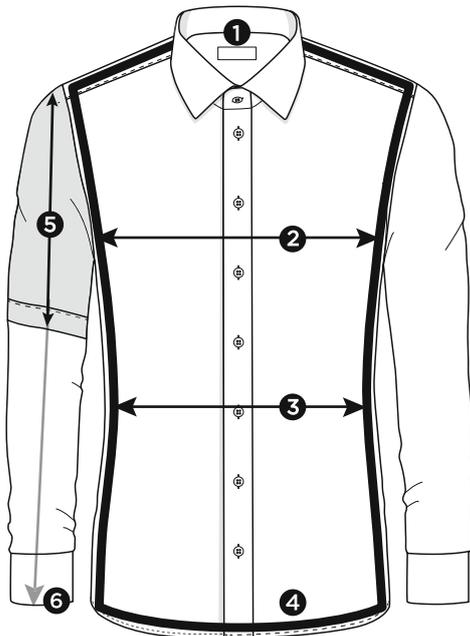
Slim Fit

Narrow Fit.



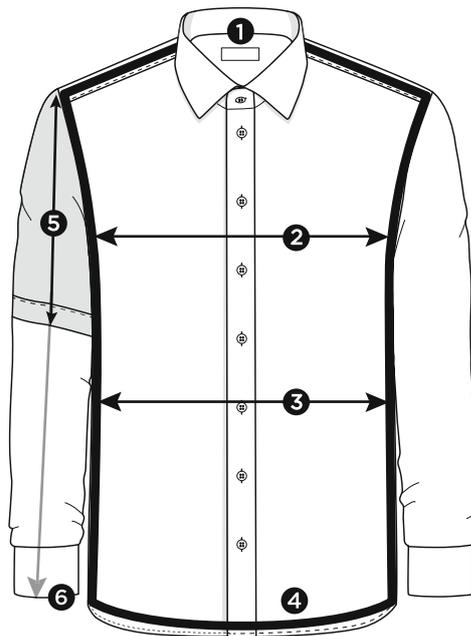
Modern Fit

Modern Fit.



Comfort Fit

Comfortable Fit.



Standard Measurement Chart

1	Collar sizes	cm inch	36 14	37/38 14½/15	39/40 15½/15¾	41/42 16/16½	43/44 17/17½	45/46 17¾/18	47/48 18½/19	49/50 19¾/19½	52 20½	54 21¼	
2	Chest measurement	COMFORT FIT	98	112	120	128	134	148	154	160	168	176	
		MODERN FIT		110	116	122	132	138	146				
		SLIM FIT		102	110	116	124	134					
		SUPER SLIM		102	110	116	124						
3	Waist measurement	COMFORT FIT	79	108	114	124	134	148	154	160	168	176	
		MODERN FIT		102	106	114	122	130	138				
		SLIM FIT		92	98	104	112	122					
		SUPER SLIM		83	89	95	103						
4	Body length for SL 65	COMFORT FIT	80	80	80	80	82	90	90	95	95	95	
		MODERN FIT		80	80	80	82	85	90	95	95	95	
	Body length for SL 59	COMFORT FIT		80	80	80	80	80	80	80	80	80	80
		MODERN FIT		80	80	80	80	80	80	80	80	80	80
	Body length for SL 67	SLIM FIT		80	80	80	82	85					
		SUPER SLIM		80	80	80	82						
	Body length for SL 68	COMFORT FIT		85	85	85	85	90	90	95	95	95	
		MODERN FIT		85	85	85	85	90	90	95	95	95	
Body length for SL 70 ¹	SLIM FIT	85	85	85	85	85							
Body length for SL 72	COMFORT FIT	90	90	90	90	90	90	95	95	95			
	MODERN FIT	90	90	90	90	90	90	95	95	95			
5	Short sleeve (1/2)	COMFORT FIT	28	28	28	28	30	30	30	30	30		
		MODERN FIT	27	27	27	28	30	30					
		SLIM FIT	24	24	24	24	26						
6	Cuff length	COMFORT FIT	26	26	26	26	28	28	28	30	30	30	
		MODERN FIT		26	26	26	28	28	28				
		SLIM FIT		26	26	26	28	28					
		SUPER SLIM		26	26	26	28						

¹ available from Spring/Summer 2024.



Best in Class Qualities

The essence of our passion:
These masterful qualities, perfected over
decades, fulfill properties for occasions
and individual wishes.

THE CORE COMPETENCE OF ETERNA

Best in Class Qualities

For every situation, for every occasion:
ETERNA Best in Class qualities guarantee
you the **best materials, highest wearing
comfort and excellent care properties.**

Best in class qualities are **masterful
ETERNA fabric qualities** that have been
perfected over decades.

THE ESSENCE FOR YOUR WARDROBE

Masterpieces

Each Best in Class Quality has one
article in one **colour** and one **style**
which, in our opinion, should not be
missing in any wardrobe allowed to be
properly dressed for every occasion.



Original Shirt



Cover Shirt



Performance Shirt



Luxury Shirt



Soft Luxury Shirt



Jersey Shirt



Linen Shirt

A full-body photograph of a man with short dark hair, wearing a dark grey or black suit jacket, a white dress shirt, and a dark blue patterned tie. He is standing with his hands in his pockets, looking slightly to the right of the camera. The background is a plain, light-colored wall.

Original Shirt

Light, smooth and non-iron.
The unsurpassed original,
timelessly modern and always
the right choice.





ORIGINAL SHIRT

The Non-Iron Pioneer.

ETERNA's global sensation in 1981. The standard today.

Highest quality poplin: 100% extra long staple cotton for a long-lasting, fine product with a soft feel, yet hard-wearing.
Long lasting white. Long lasting black.

Thin, light and durable.
Smooth and soft surface.



Non
Iron



100%
Cotton



Breathable



Kent Collar

The Kent collar is an essential item for any man's wardrobe. Its moderate spread and medium-length points provide a harmonious proportion that is suitable for various styles and occasions, from business to smart casual. It can be worn with or without a tie and is a versatile and elegant option for men's clothing.

Original Shirt

Art. 1100 **(B)**

Slim Fit

37-46

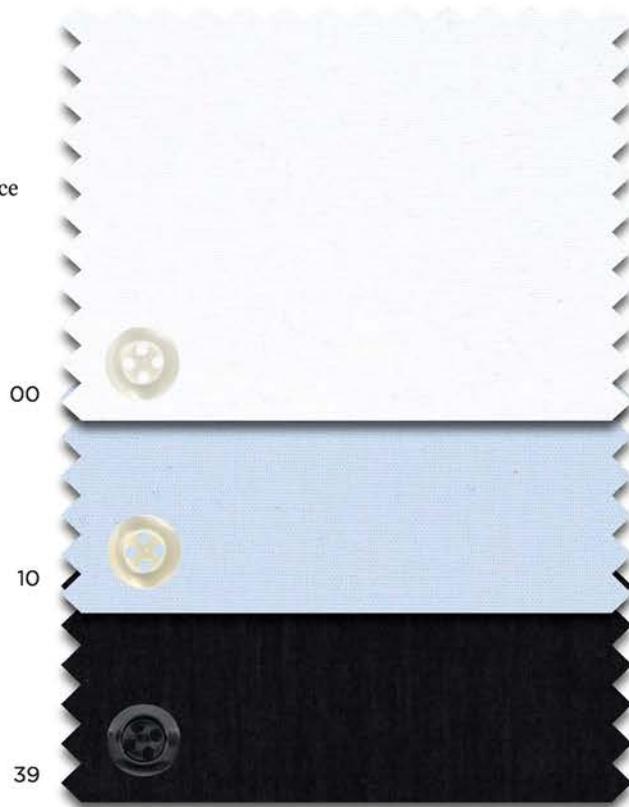
Modern Fit

37-46, 48

Comfort Fit

38-50, 52, 54

Masterpiece



F170

C19K 1/2

K19K² 1/2

X19K

E19K

X18K

E17K

F170¹

C19K 1/2

K19K² 1/2

X19K

E19K²

F170¹

C19K 1/2

K19K² 1/2

X19K

E19K³

C19K and K19K are only available from Spring/Summer 2024 (previously models C187 and K198).

¹ sizes 37-44

² sizes 39-50, 52, 54

³ sizes 40-50, 52, 54

A full-body photograph of a man with dark hair and a serious expression, wearing a crisp white long-sleeved button-down shirt and black trousers. He has a large, intricate black tattoo on his left forearm. The background is a plain, light-colored wall. The text 'Cover Shirt' is overlaid in the center in a white serif font, with a thin white horizontal line below it. Below the line, there is a short paragraph of text in a smaller white sans-serif font.

Cover Shirt

Opaque, crisp and non-iron.
Conceals everything a man doesn't
want to show. The choice that goes
with everything. Stylish every time.





COVER SHIRT

Half-Ply Twill.

The opaque innovation.

Innovative yarn structure and masterful weaving techniques ensure that the Cover Shirt is opaque.

As a half-ply shirt made of 100% cotton and in the finest twill, the Cover Shirt is extremely comfortable to wear and is also non-iron.



Opaque



100%
Cotton



Non
Iron



Cutaway Collar

The Cutaway collar is a modern business collar option. Its spread creates a balanced and contemporary proportion, making it ideal for wider ties and lapels. It can be worn open or closed, with or without a tie. The Cutaway collar is a versatile option for men looking to add a touch of modern sophistication to their business attire.

Cover Shirt

Art. 8817 ©

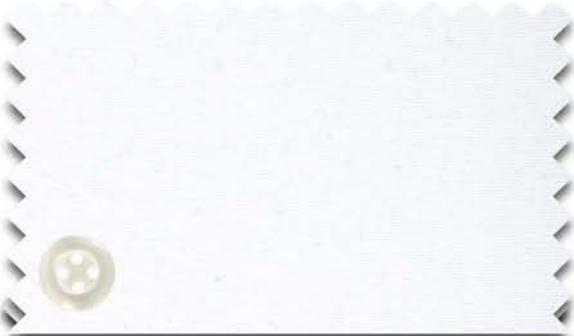
Super Slim

36-44

Slim Fit

38-44

Masterpiece

00		Z182	F182 ¹
21		Z182	F182
50			F182
10		Z182	F182 ¹
14			F182
19			F182
39		Z182	F182 ¹

¹ sizes 38-46



Kent Collar

The Kent collar is an essential item for any man's wardrobe. Its moderate spread and medium-length points provide a harmonious proportion that is suitable for various styles and occasions, from business to smart casual. It can be worn with or without a tie and is a versatile and elegant option for men's clothing.

Cover Shirt

Art. 8817 ©

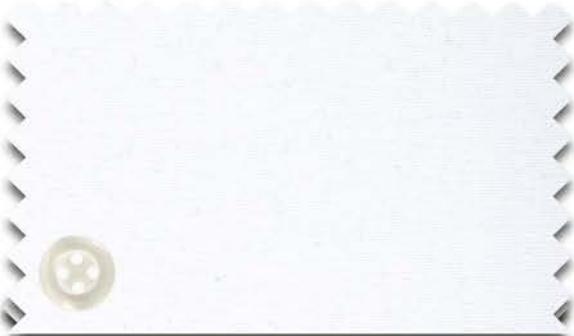
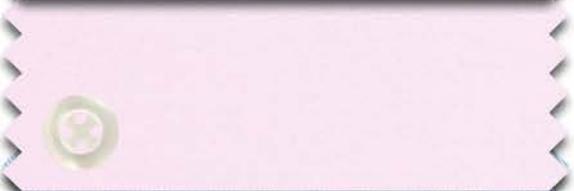
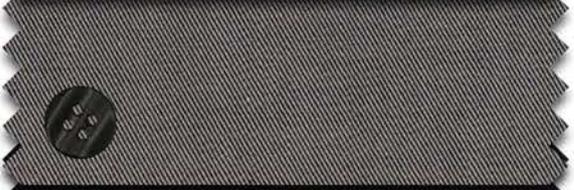
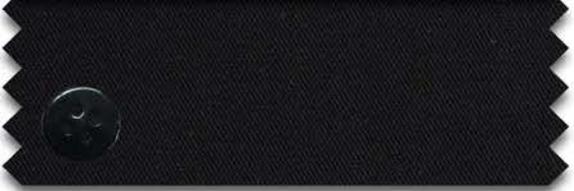
Modern Fit

38-46, 48

Comfort Fit

40-48

Masterpiece

00		C19K ^{1/2} <input type="checkbox"/>	X18K	E19K' <input type="checkbox"/>
21		X18K	X18K	E19K' <input type="checkbox"/>
50		X18K	X18K	E19K <input type="checkbox"/>
10		C19K ^{1/2} <input type="checkbox"/>	X18K	E19K' <input type="checkbox"/>
14		X18K	X18K	E19K' <input type="checkbox"/>
19		X18K	X18K	E19K <input type="checkbox"/>
35		X18K	X18K	E19K' <input type="checkbox"/>
39		X18K	X18K	E19K <input type="checkbox"/>

¹ sizes 40-50, 52, 54



Button Down

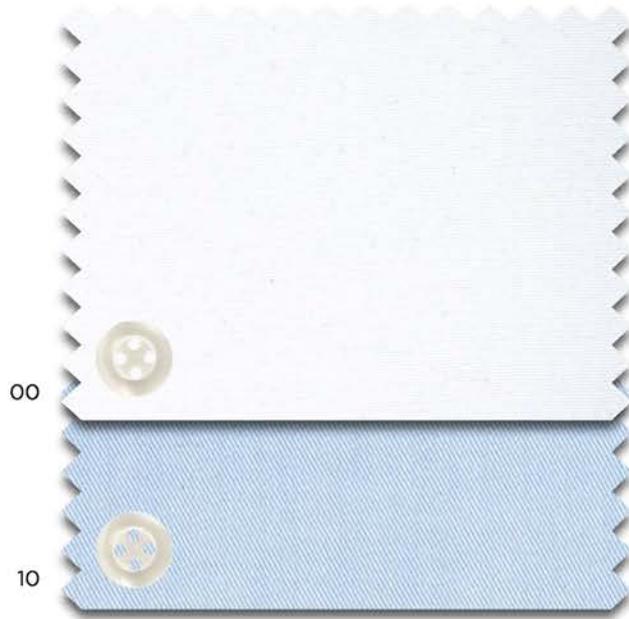
The Button Down collar is our casual business collar. Its fixed buttons at the collar tips ensure a perfect fit, even without collar stays. It can be worn open or closed, with or without a tie, suitable for both business and casual occasions. Pair it with a slim club tie, blazer and chinos for a perfect business outfit. For a more elegant look, combine it with an Italian-style knit tie.

Cover Shirt

Art. 8817 ©

Modern Fit
38-46, 48

Comfort Fit
40-48



X17U

E19L

X17U

E19L



Cutaway with French Cuff

A French cuff, also called turnback cuff or double cuff, is the most elegant cuff type, made of a double layer of fabric and exclusively closed with cufflinks.

A must-have for a tuxedo and formal events, but it can also add sophistication to your business wardrobe.

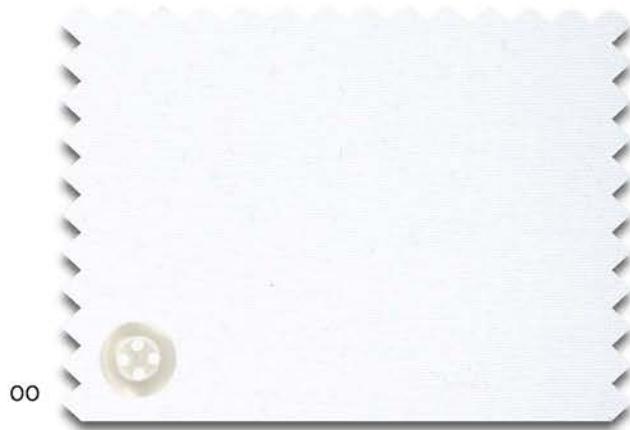
Cover Shirt

Art. 8817 

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



F482

X48V

E49E



Contrast Details Navy

A perfect alternative: Great for less formal business looks without a tie.
Contrast buttons and details add a decorative element to your business look.
Perfectly complements a navy/blue suit.

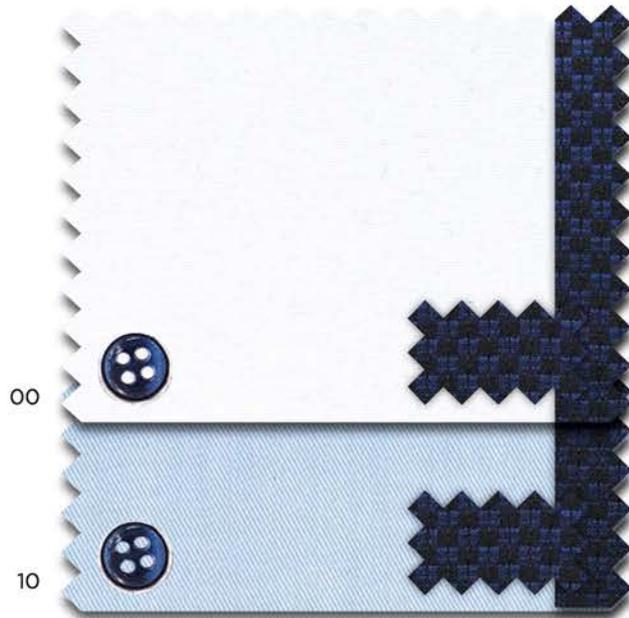
Cover Shirt

Art. 8819 ©

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



F142

X15V

E15V

F142

X15V

E15V¹

¹ sizes 40-48



Contrast Details Black

For a less formal business look, this is a perfect alternative to a tie for your black or grey suit. With contrast buttons and details, this option adds a decorative element to your attire and complements an anthracite suit perfectly.

Cover Shirt

Art. 8819 ©

Slim Fit

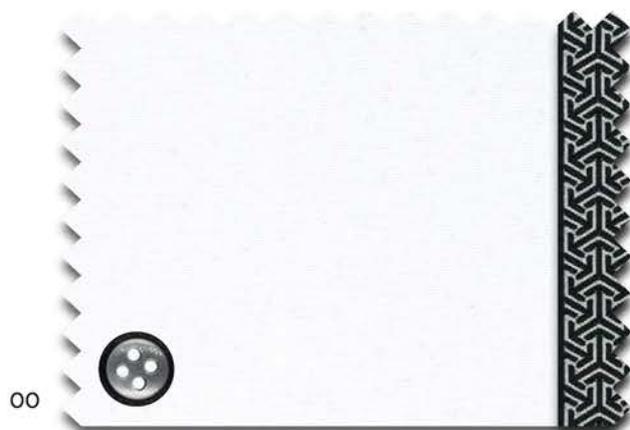
38-44

Modern Fit

38-46, 48

Comfort Fit

40-48



F182

X17V

E18V 

A full-body photograph of a man with short dark hair, wearing a black long-sleeved button-down shirt and black trousers. He is standing against a plain, light-colored wall, looking off to the side with a serious expression. His hands are clasped in front of him. The lighting is soft and even, highlighting the texture of the clothing.

Performance Shirt

Particularly stretchy and
high-performance.
Flexibility. Anytime. Anywhere.
For an active lifestyle.





PERFORMANCE SHIRT

Super Stretch Twill.

Extremely flexible.

The innovative, easy-iron Performance Shirt fabric is the ultimate in comfort and performance. Thanks to a high lyocell content, it is not only eco-friendly but offers superior breathability, absorbency and a unique cooling effect. Complete freedom of movement with flexible, sportswear-like feel.



Super
Stretch



Eco-
Friendly



Cooling
Effect



No sweat,
No smell



Super
Soft



Easy
Iron



Kent Collar

The Kent collar is a versatile and elegant option for men's clothing. With its moderate spread and medium-length points, it provides a harmonious proportion suitable for various occasions, from business to smart casual. It can be worn with or without a tie, making it an essential item for any man's wardrobe. For the Performance Shirt, our Kent collar has been enhanced with a soft interlining to maximize comfort and softness.

Performance Shirt

Art. 3377 ©

Slim Fit
38-44

Modern Fit
38-46, 48

00		F170	X18K
19		F170	X18K
07		F170	X18K
35		F170	X18K
Masterpiece			
39		F170	X18K

A full-body photograph of a man with short dark hair and glasses, wearing a dark navy blue suit jacket over a light blue button-down shirt. The shirt is unbuttoned at the collar and has a pocket square in the breast pocket. He is standing against a plain, light-colored background.

Luxury Shirt

Soft feel, smooth texture
and a fine shimmer.
The stylish choice for a clean,
elegant premium look.

1863
— by —
ETERNA





LUXURY SHIRT

Two Ply Twill.

The premium non-iron shirt. 100% cotton.

This high-quality garment is designed to make the wearer shine with confidence and uncompromising quality. Using the highest quality Two Ply yarn and perfected over several years, the iconic twill fabric balances smoothness, structure, and shine. This non-iron shirt looks fresh and polished even on long days, making it perfect for meetings and formal events.



Non
Iron



100%
Cotton



Two Ply
Fabric



CO₂
Neutral



Kent Collar

The Kent collar is a versatile and elegant option for men's clothing. With its moderate spread and medium-length points, it provides a harmonious proportion suitable for various occasions, from business to smart casual. It can be worn with or without a tie, making it an essential item for any man's wardrobe. This Premium Kent collar features a taller band for added structure and a richer collar with slightly more volume, giving it a distinct elegance. To match this style, our Premium shirts also have cuffs with a wider and richer proportion.

Luxury Shirt

Art. 8005 

Slim Fit

38-46

Modern Fit

38-46, 48

Comfort Fit

40-50

Masterpiece

00



F682

X687

E687

Masterpiece

10

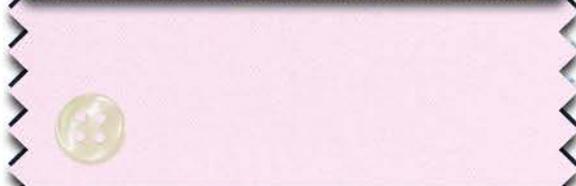


F682

X687

E687

50



F682

X687

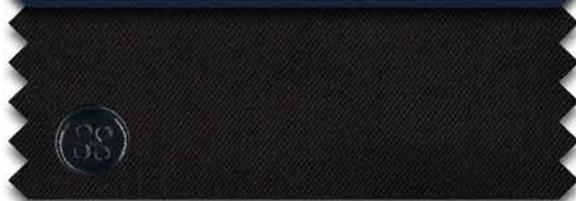
18



F682

X687

39



F682

X687



Luxury Contrast Details

Our most elegant alternative to a tie: This adorned Luxury Shirt features subtle blue and white details on both the collar and buttons, offering a timeless yet modern look. This refined shirt is perfect for a blue suit and adds a touch of sophistication to any outfit.

Luxury Shirt

Art. 8005 

Slim Fit

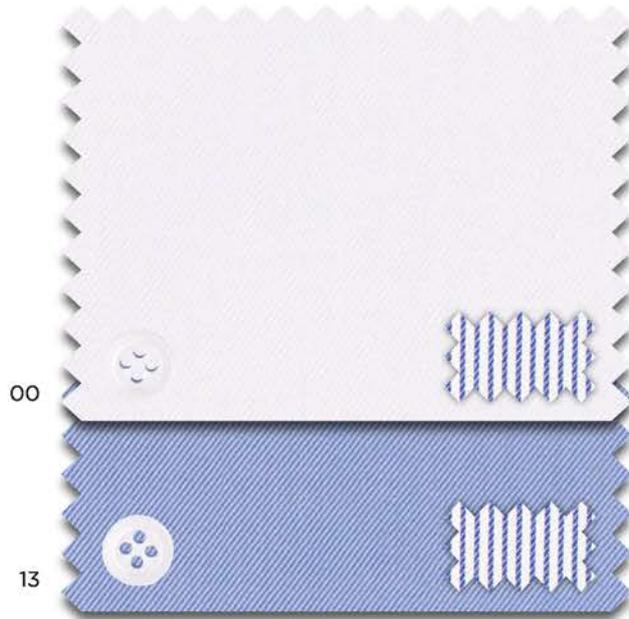
38-44

Modern Fit

38-46, 48

Comfort Fit

40-50



F640

X647

E647

F640

X647



Kent with French Cuff

A French cuff, also called turnback cuff or double cuff, is the most elegant cuff type, made of a double layer of fabric and exclusively closed with cufflinks. A must-have for a tuxedo and formal events, but it can also add sophistication to your business wardrobe.

Luxury Shirt

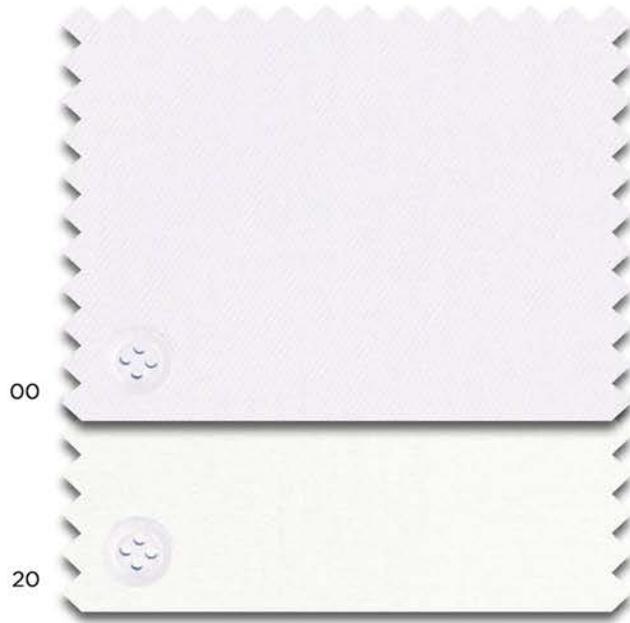
Art. 8005 (E)

Slim Fit

38-44

Modern Fit

38-46, 48



F659

X659

F659

X659

Soft Luxury Shirt

The premium shirt for a relaxed look, soft feel and perfect wearing comfort. The new way to wear shirts.

1863

— by —

ETERNA





SOFT LUXURY SHIRT

Soft. Significant.

Luxury for everyday life.

Only premium-quality fabrics are used, for example two-ply fabrics in which twisted yarns are the starting point for dense, soft fabrics. These are pre-washed for a soft feel right from the start.

All Soft Luxury Shirts have soft collars and cuffs as well as unglued inserts. The shortened torso length allows for wearing inside and outside of pants.



Garment
Washed



Two Ply
Fabric



Short
Length



Super
Soft



CO₂
Neutral



Cutaway Collar

The Cutaway collar is a modern business collar option. Its spread creates a balanced and contemporary proportion, making it ideal for wider ties and lapels. It can be worn open or closed, with or without a tie. The Cutaway collar is a versatile option for men looking to add a touch of modern sophistication to their business attire.

Soft Luxury Shirt

Art. 3850 

Slim Fit

38-44

Modern Fit

38-46, 48

Masterpiece

02



FS82

XS82

Masterpiece

10



FS82

XS82

50



FS82

XS82

19



FS82

XS82



Sophisticated Details

This option features subtle, toned-down details on the cuff and inner collar that are only noticeable at a closer glance. The button remains white and is only attached with contrasting thread. Perfect for achieving a sophisticated yet relaxed look without a tie.

Soft Luxury Shirt

Art. 3850 

Slim Fit

38-44

Modern Fit

38-46, 48



FS42

XS42

FS42

XS42



Jersey Shirt

Guaranteed to make you feel good:
soft jersey follows your every
move. Comfortable like a T-shirt,
stylish like a business shirt.

1863
— by —
ETERNA





JERSEY SHIRT

Mercerized Cotton.

Soft quality with a relaxed feel.

Crafted from 100% cotton jersey, this long-sleeved shirt offers exceptional quality and luxurious softness for the ultimate in comfort. Its soft cutaway collar and cuffs, along with unglued inserts, add to the relaxed feel. Made with mercerized cotton, the material is highly smooth and shape-retentive for a jersey. And with a non-iron finish, this shirt combines both style and practicality.



Super
Stretch



Non
Iron



100%
Cotton



Super
Soft



CO₂
Neutral



Cutaway Collar

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Jersey Shirt

Art. 2159 

Slim Fit

38-44

Modern Fit

39-46, 48



YS82

JS82

YS82

JS82

YS82

JS82

A full-body photograph of a man standing in a doorway. He is wearing a white, long-sleeved, button-down shirt with the sleeves rolled up, and light-colored, possibly beige or cream, trousers. He is also wearing brown suede loafers. The background consists of a white door with a panel design on the left and a plain white wall on the right. The floor is made of light-colored wood with a herringbone pattern.

Linen Shirt

The perfect blend of
linen and cotton.
For an airy feel and a
sophisticated, summery look.

1863
— by —
ETERNA





LINEN SHIRT

Light. Breathable.

The perfect blend of soft cotton and fine linen.

A versatile, summer-friendly shirt with an elegant and polished look. Its twill weave and high-quality yarns make it perfect for dressing up or down. It's breathable and cooling, and can be worn tucked or untucked, with or without a tie. It has an aircon effect that cools the wearer in the summer, making it ideal for office or casual wear, even for summer weddings.



Breathable



Super
Soft



Cooling
Effect



CO₂
Neutral



Cutaway Collar

The Cutaway collar is a modern business collar option. Its spread creates a balanced and contemporary proportion, making it ideal for wider ties and lapels. It can be worn open or closed, with or without a tie. The Cutaway collar is a versatile option for men looking to add a touch of modern sophistication to their business attire.

Linen Shirt

Art. 2355 

Slim Fit

38-44

Modern Fit

38-46, 48

Masterpiece

00



FS82

XS82

This article is available from Spring/Summer 2024.



Business Additional

Small details can make a big impact when it comes to creating a sophisticated business look. The right shirt, with carefully considered details, can elevate your appearance and project an air of professionalism and attention to detail.

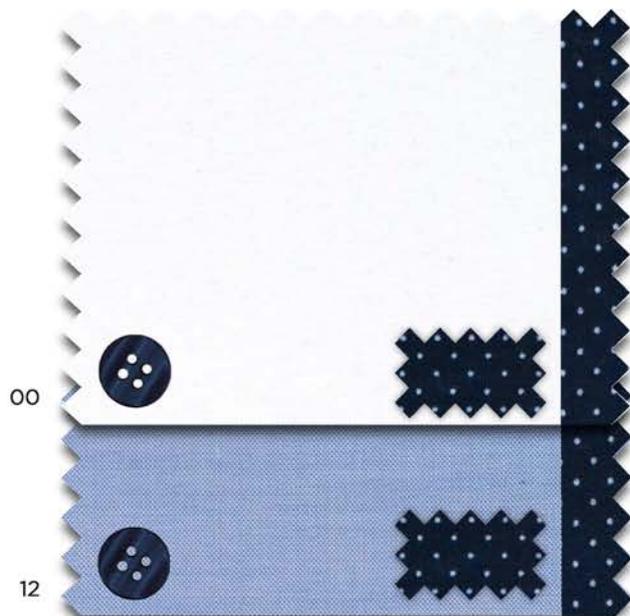


Business Additional

To complete your wardrobe, we recommend expressive essentials with **high-quality details**. The adorned elements make these shirts suitable for both casual and formal occasions, worn either open or with a business tie. Made from **100% cotton**, these **non-iron** shirts feature superior details for added sophistication.

Oxford

Art. 8100 (C)



Slim Fit

37-46

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54

00

12

F132

F132¹

C13K

X13K

C13K

X13K

K137

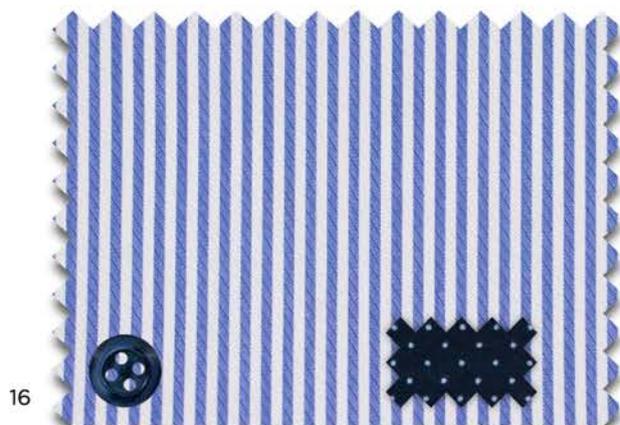
E137

K137

E137

Striped

Art. 8992 (B)



16

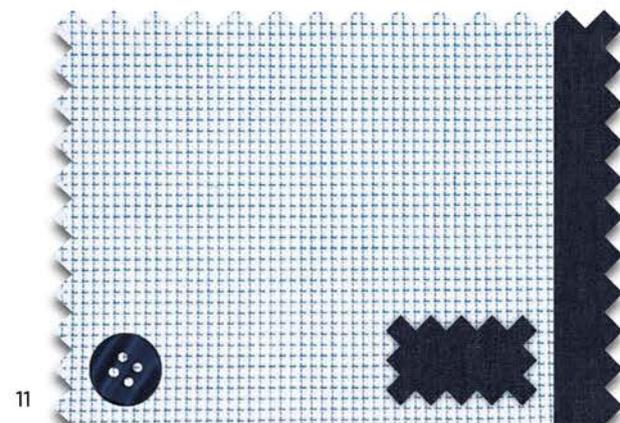
F140²

X14P

E15P

Structured

Art. 4671 (B)



11

F142²

C14P

X14P

K147

E147

¹ sizes 38-46

² sizes 38-44



Vichy Check

Our elegant Button-Down collar is paired with a classic Vichy check pattern in a **clean design**, inspired by legendary British elegance. Made from **high-quality non-iron cotton**, this shirt stays flawless **all day long**. Perfect for semi-formal and informal occasions, it's the missing piece in the modern gentleman's wardrobe. Wear it with or without a tie for added versatility.

Vichy Check

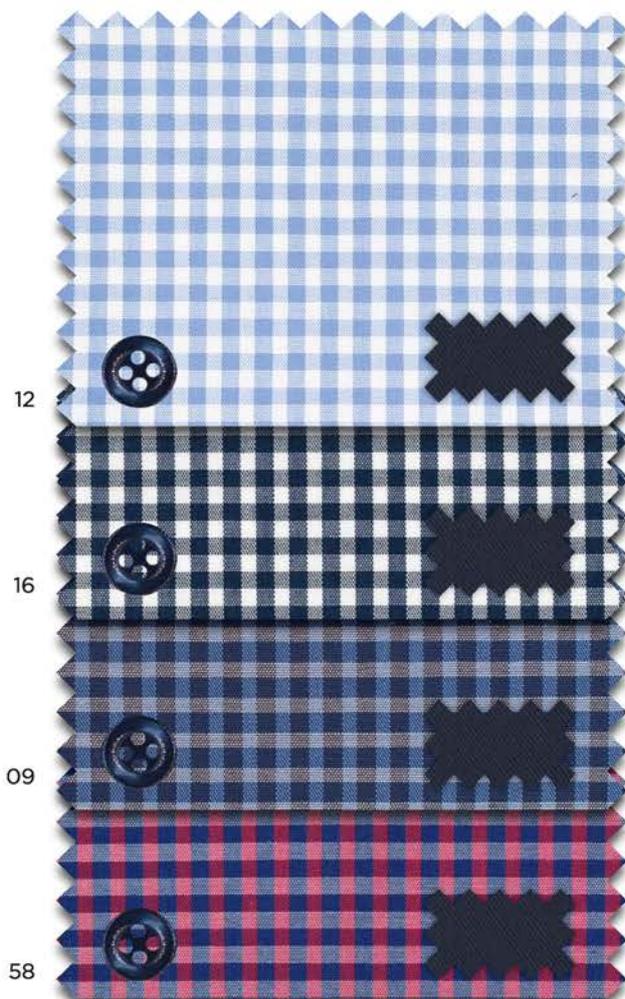
Art. 8913 **B**

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54



X146

E146

X146

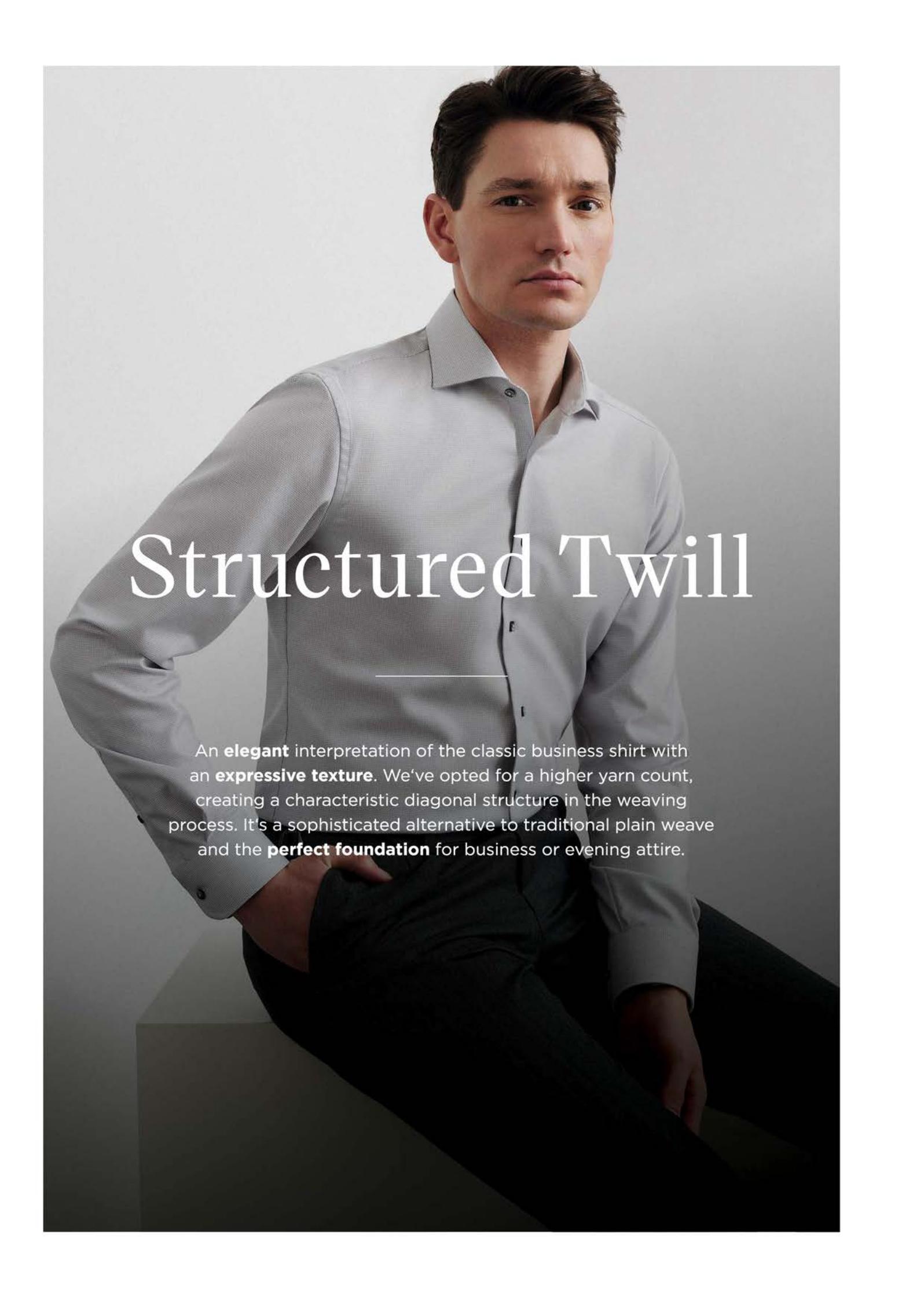
E146

X146

E146

X146

E146



Structured Twill

An **elegant** interpretation of the classic business shirt with an **expressive texture**. We've opted for a higher yarn count, creating a characteristic diagonal structure in the weaving process. It's a sophisticated alternative to traditional plain weave and the **perfect foundation** for business or evening attire.

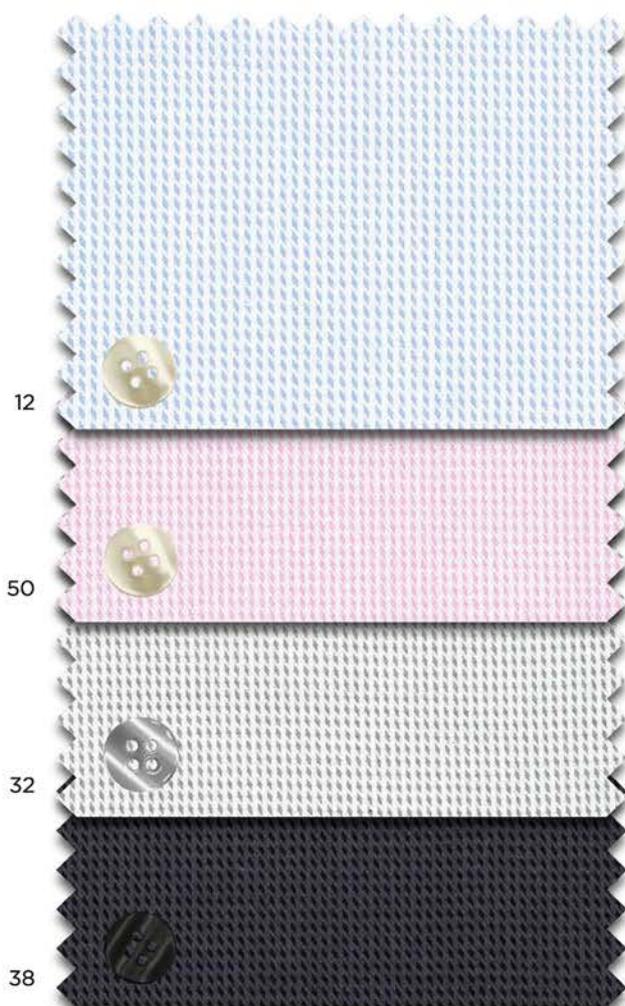
Structured Twill

Art. 3116 ©

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



F159

X169

E169

50

X169

32

X169

E169

38

F159

X169

E169¹

¹ sizes 40-48



Luxury Twill

Complete your elevated business wardrobe with our classic dressings, featuring uncompromising quality and premium standards. The tonal and tasteful details add a touch of perfection and superiority to your elegant business attire. Made from **100% cotton** in **Two Ply** construction, these shirts are also **non-iron** for added convenience.

1863
— by —
ETERNA

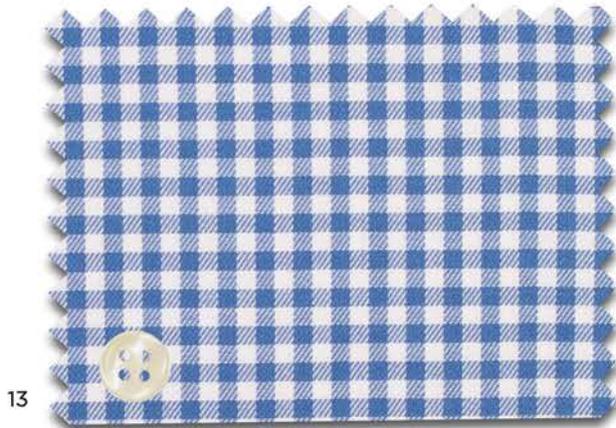
Slim Fit
38-44

Modern Fit
39-46, 48

Comfort Fit
40-50

Check

Art. 8128 (D)



F682

X682

Striped

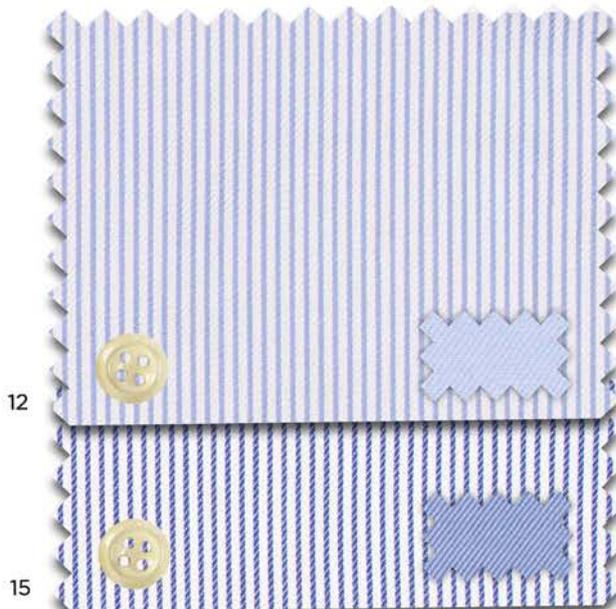
Art. 3961 (D)



F682

X682

Art. 8175 (D)



F69K

X69K

F69K

X69K

E69K



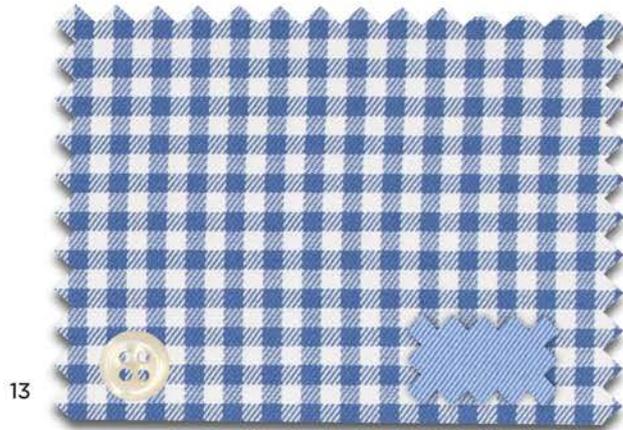
Soft Luxury Twill

Made from **100% cotton Two Ply** fabric, these shirts are a modern addition to your relaxed business wardrobe: classic designs with uncompromising quality. Tonal and tasteful details add perfection and superiority to these **easy-care** shirts with **shortened body length**.

1863
— by —
ETERNA

Check

Art. 2416 (D)



Slim Fit
38-44

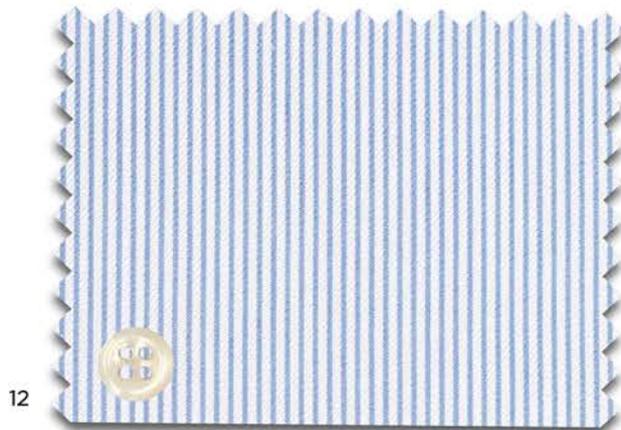
Modern Fit
38-46, 48

FS14

XS14

Striped

Art. 2357 (D)



FS82

XS82



Celebration

Wearing the perfect shirt for celebratory occasions is crucial to creating a polished and put-together look. Whether it's a wedding, graduation or a formal dinner party. The right shirt is the centerpiece of your outfit and will leave a lasting impression.



Kent Collar

The Kent collar is the perfect option for any man's formal wardrobe. Its moderate spread and medium-length points provide a harmonious proportion that's ideal for various celebration styles and occasions. Whether worn with or without a tie, it offers a versatile and elegant look that's sure to elevate any outfit.

Cover Shirt

Art. 8817

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54



00
21

X18K
X18K

E19K 
E19K 

ⓐ
ⓐ



00

E49E

ⓓ



00
21

X367
X367

E387
E387

ⓓ
ⓓ



9448/20
9448/00
FIPS



9448/20
9448/00
KNUT



9448/20
9448/00
EIKE



Cutaway Collar

The Cutaway collar is a modern celebration collar option. Its spread creates a balanced and contemporary proportion, making it ideal for wider ties and lapels. It can be worn open or closed, with or without a tie. The Cutaway collar is a versatile option for men looking to add a touch of modern sophistication to their formal attire.

Cover Shirt

Art. 8817

Super Slim

36-44

Slim Fit

38-44

Modern Fit

38-46, 48



00

21

Z182

Z182

F182¹

F182

Ⓒ

Ⓒ



00

F482

X48V

Ⓓ



00

21

F392²

F392²

Ⓓ

Ⓓ

¹ nur in den Größen 38-46
² nur in den Größen 37-44



9448/20
9448/00
FIPS



9448/20
9448/00
KNUT



9448/20
9448/00
EIKE



Boho Style

Boho weddings are all the rage among couples looking to infuse their special day with a dash of free-spirited charm and glamour. With its relaxed feel and natural premium look, the Linen Shirt is the epitome of laid-back elegance. For the ultimate boho look, pair it with our high-quality silk and linen tie and pocket square set, available in a range of colors to match your theme perfectly.

Linen Shirt

Art. 2355 

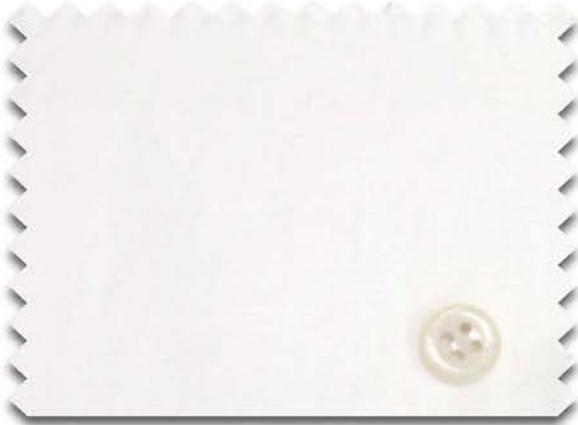
Slim Fit

38-44

Modern Fit

38-46, 48

00



FS82

XS82



9086/24
SET



This article will be available from Spring/Summer 2024.



Black Tie

Experience the perfect balance of structure and shine with this elegant non-iron shirt, made from 100% two-ply cotton of the finest quality. This legendary design makes your evening look extra special. Equipped with French cuffs and elegant black stutt buttons, this shirt is specifically designed for black tie events and can be combined with perfectly matching cufflinks. This shirt is the ideal complement to a tuxedo and bow tie, allowing you to look your best.

Luxury Shirt

Art. 8218 (F)

Slim Fit
38-44

Modern Fit
38-46, 48



F659

X659



166/39
OLLE



9970/39



200/00



Wing Collar

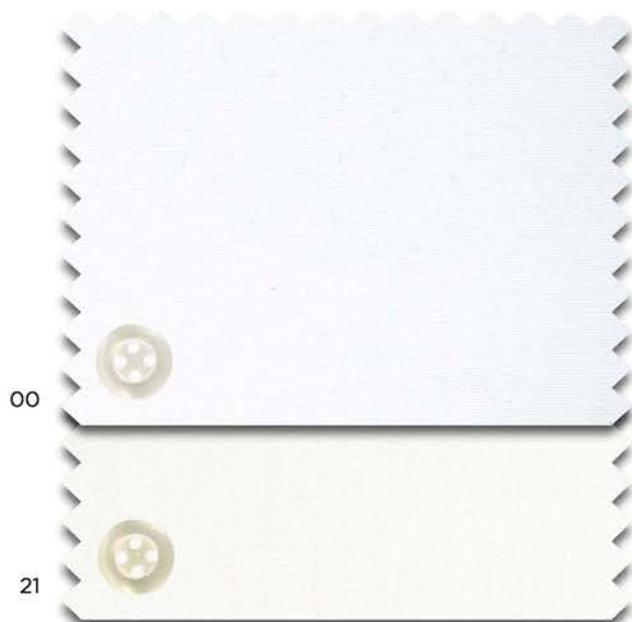
For the ultimate in formalwear, the wing collar, also known as a French collar, is the perfect choice. Designed for special occasions, it is ideal for white-tie events where formal attire like a tuxedo or a tailscoat is required, although it also adds sophistication to any other kind of suit. Wing collars are only worn with bow ties. To complete the look, this style can be paired with a light-colored silk bow tie and matching silk pocket square.

Cover Shirt

Art. 8817 

Slim Fit
37-44

Modern Fit
38-46, 48



F362

X362

F362

X362



9448/20
FIPS



9448/20
EIKE



Bavarian Style

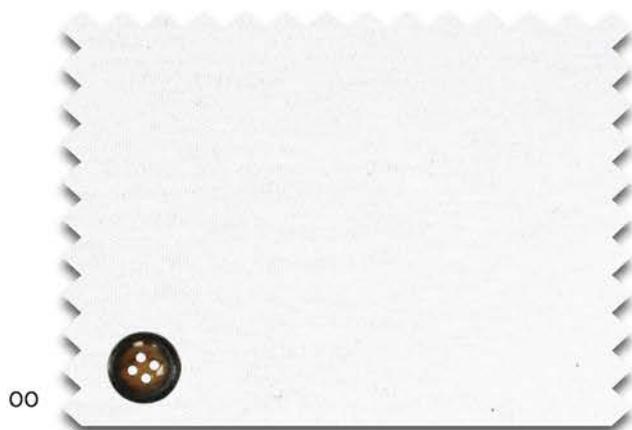
Bavarian style shirts are typically worn during festive occasions such as Oktoberfest, weddings, and other celebrations. In addition to their aesthetic appeal, Bavarian style linen shirts are also comfortable to wear. They are lightweight and breathable, making them perfect for warm weather events. A shirt with traditional flair. This classic piece of clothing is guaranteed to turn heads.

Linen Shirt

Art. 2355 (E)

Modern Fit

38-46, 48



00

XS7S



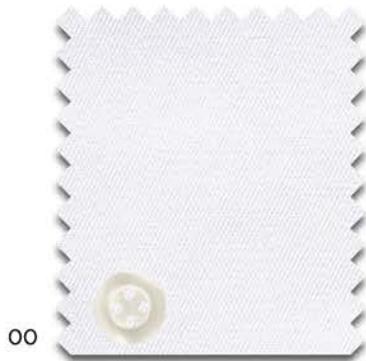
Sleeve Lengths

As a product specialist, ETERNA offers the most important qualities in a variety of sleeve lengths in order to guarantee a sharp look and wearing comfort for the wearer - regardless of his proportions.

59 cm

Cover Shirt

Art. 8817 (C)



Modern Fit
38-46, 48

Comfort Fit
39-48

X18K

E19K ☐

68 cm

Cover Shirt

Art. 8817 (D)



Modern Fit
38-46, 48

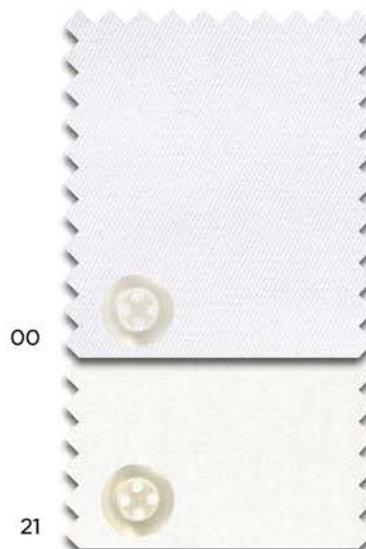
X367

X367

70 cm¹

Cover Shirt

Art. 8817



Slim Fit
38-46

F182 (C)

F392 (D)

F392 (D)

72 cm

Cover Shirt

Art. 8817 (C)



Modern Fit
38-46, 48

Comfort Fit
40-48

X18K

E19K ☐

X18K

¹ available from Spring/Summer 2024.

68 cm

Original Shirt

Art. 1100 (B)



39

Modern Fit

38-46, 48

X19K

Cover Shirt

Art. 8817 (C)



00

Modern Fit

38-46, 48

X18K

Comfort Fit

40-48

E19K

Vichy Check

Art. 8913 (B)



16

Modern Fit

38-46, 48

X146

Uni Pinpoint

Art. 8100 (C)



00

Modern Fit

38-46, 48

X13K

Comfort Fit

40-48

E137

Structured

Art. 4671 (B)



11

Modern Fit

38-46, 48

X14P



Limited on Stock

Bestseller items will be available for
replenishment in the core sizes.
In accordance with the sales period of the
article and as long as stocks last.

LIMITED
ON STOCK

ET ERNA



Limited on Stock

(Autumn/Winter 2023)

Art. 1300

(B)

00

19

Art. 4106

(C)

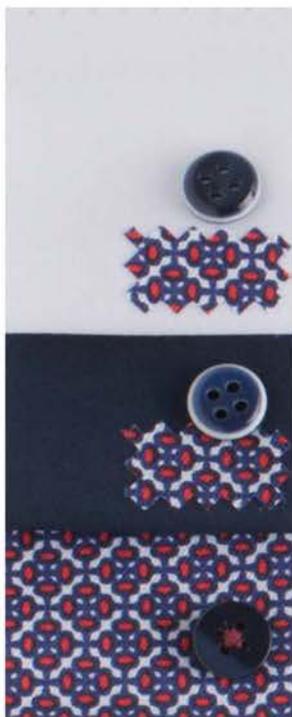
82

Art. 1303

(B)

58

48



Slim Fit

38-44

F140

F140

F18P

Modern Fit

38-46, 48

X149

X149

X18P

Comfort Fit

40-48

E149

E149

E18E¹

X15K

E15K

X15K

E15K

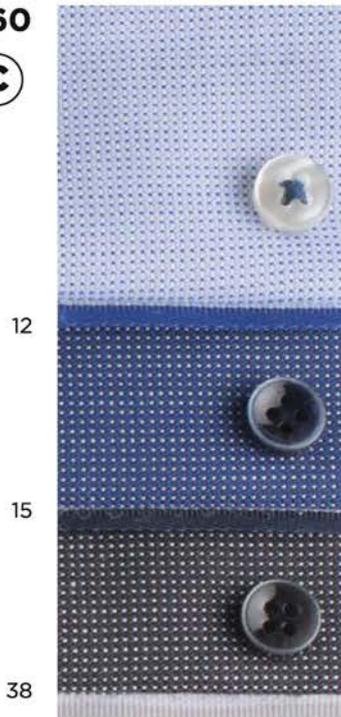
¹ sizes 40-50, 52, 54

Limited on Stock

(Autumn/Winter 2023)

Art. 1160

Ⓒ



Slim Fit

38-44

Modern Fit

38-46, 48

Comfort Fit

40-48

12

F170

X19K

E19K

15

F170

X19K

E19K

38

F170

X19K

E19K

Art. 1303

Ⓑ



00

X15K

E15K

Art. 4002

Ⓒ



16

X18K

E19K

Art. 4060

Ⓒ



00

F14P

X14P

10

F14P

X14P

ET ERNA

IN CASE YOU ARE MISSING THE CURRENT
LOS OFFER, PLEASE CONTACT YOUR RESPONSIBLE
ETERNA SALES REPRESENTATIVE.



Accessories

A crucial element in upgrading a man's outfit: Add a touch of sophistication and elegance to your styling and elevate even the most basic looks with the right accessories.



Socks



Art: 600
Size: 39 - 42 / 43 - 46 / 47 - 48
Colour: 39/35/19

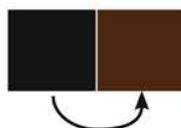
98% Cotton
2% Elastane

Belts

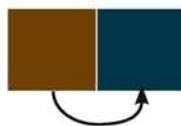
90-110 cm
(in 5 cm increments)



650/39 Reversible belt
32 mm
100% Cowhide



650/29 Reversible belt
32 mm
100% Cowhide



651/29
30 mm
100% Cowhide



651/39
30 mm
100% Cowhide

Cuff Links & Tie Pins



142/00



120/00



144/00



138/00



143/00



166/39
OLLE



106/00



166/19
OLLE



102/00



166/00
OLLE

Bow Ties

100% Silk



9970/00



9970/50



9970/19



9970/39

Pocket Squares

100% Cotton



200/00

Sets: Bow Ties & Pocket Squares

62% Silk
38% Linen



9086/22
SET



9086/14
SET



9086/24
SET



9086/40
SET



9086/51
SET

Elegant Accessories

100% Silk

Combine our elegant bow ties, ties and handkerchiefs.
All items can be purchased individually.



9448/00
FIPS



9448/00
KNUT



9448/00
EIKE



9448/20
FIPS



9448/20
KNUT



9448/20
EIKE



9448/58
FIPS



9448/58
KNUT



9448/58
EIKE



9448/19
FIPS



9448/19
KNUT



9448/39
FIPS



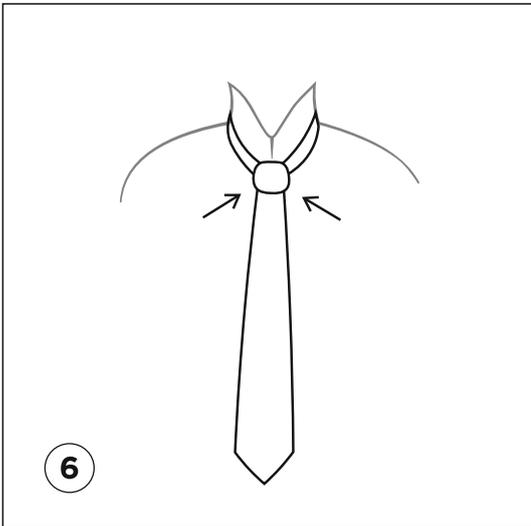
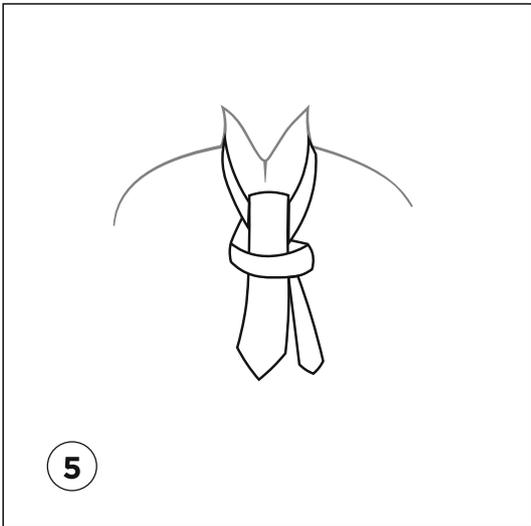
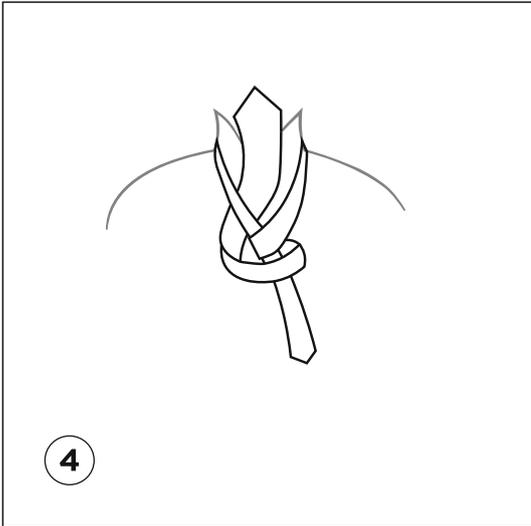
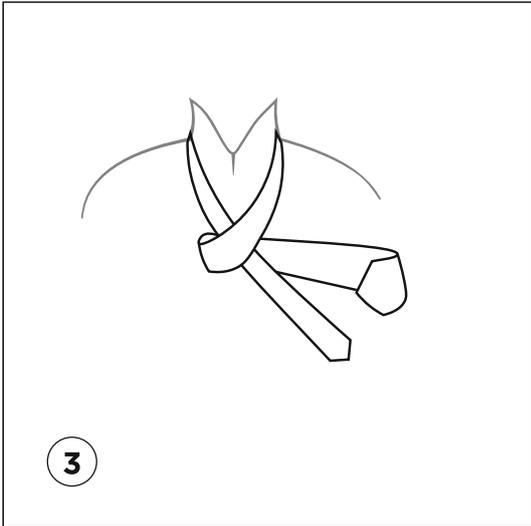
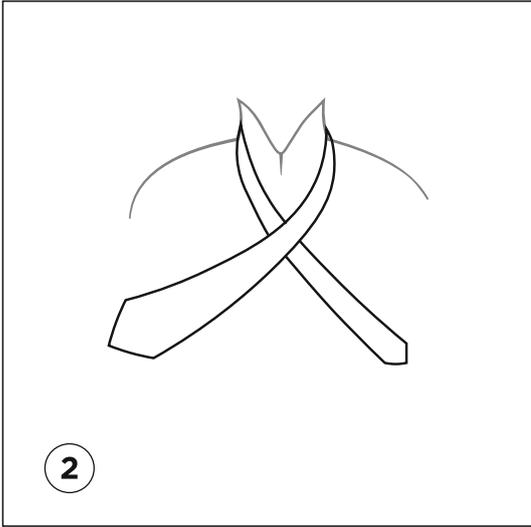
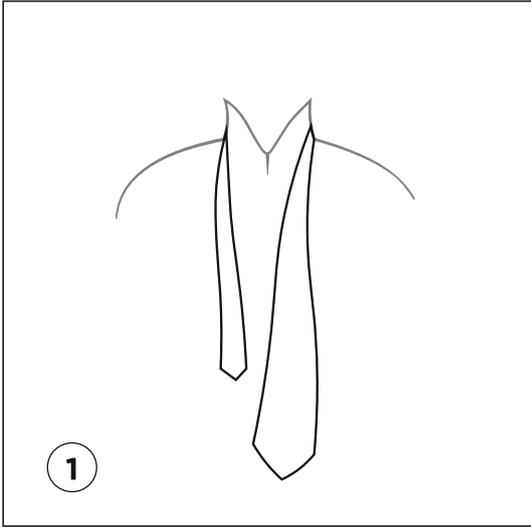
9448/39
KNUT



How to Tie a Tie

The tie has been a fashionable accessory for a very long time, and its classic and timeless appeal is undeniable. It is often paired with a blazer or suit and a sharp shirt to create an elegant and sophisticated look, which is just as relevant today as it was in the past. The history of the tie dates back to the Thirty Years' War in the 17th century, when Croatian mercenaries wore a scarf around their necks. Eventually, the use of scarves became popular among French aristocracy.

Despite its enduring popularity, the tie has remained largely unchanged over time, except for variations in its width. Therefore, it is crucial to know how to tie a tie in a correct and graceful manner. Our comprehensive guide provides a step-by-step process to help you learn the easiest way to tie a tie, so that you can be prepared for any important occasion. Although there are numerous knots to choose from, we have focused on the most adaptable and widely-used knot, the four-in-hand knot, which is suitable for all types of collars and easy to master.



Ties

100% Silk

6 cm



9029/10



9029/15



9029/19

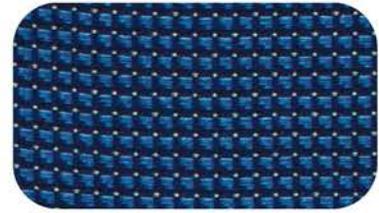
Ties

100% Silk

6 cm



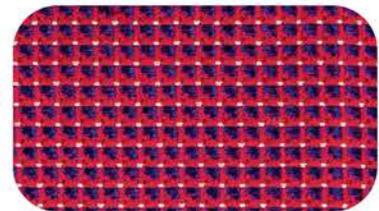
9029/55



9504/15



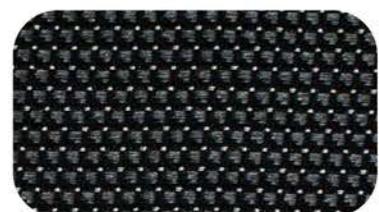
9029/58



9504/55



9029/35



9504/39

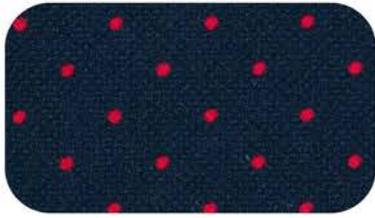


9029/39

Ties

100% Silk

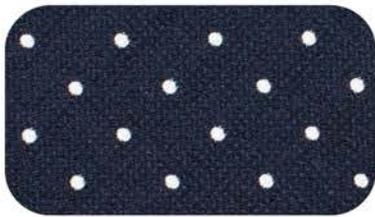
7.5 cm



9026/15



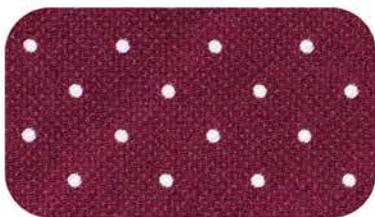
9716/19



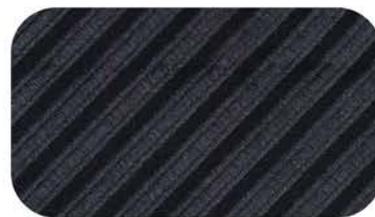
9026/19



9716/57



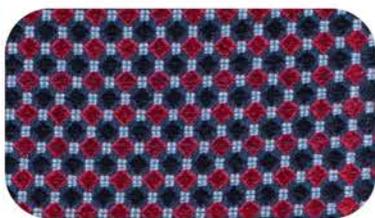
9026/58



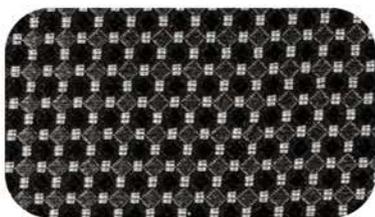
9716/39



9500/15



9500/19



9500/39

Ties

100% Silk

7.5 cm



9024/10



9501/15



9024/19



9501/19



9024/58



9501/58



9024/39



9501/39



Knitwear & Jersey

Essential pieces that can add versatility, warmth and style to any man's wardrobe.

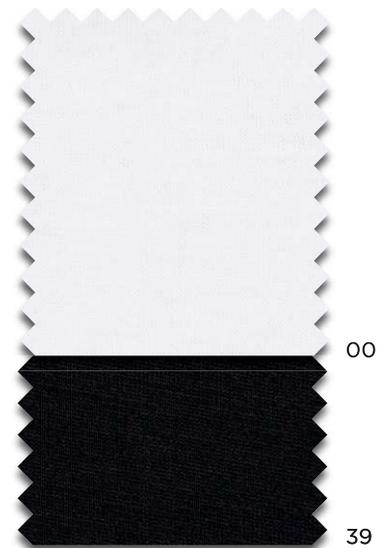
Comfortable, easy to wear, and can be dressed up or down, making them perfect for many occasions.

Bodyshirts



Art.: 810 TONI
Bodyhirt, Round Neck
Size: S-XXL
Colour: 0/39

92% Cotton
8% Elastane



Standard Measurement Chart

Measuring track	S	M	L	XL	XXL
Chest measurement	96	100	104	108	112
Body length	72,5	73,5	74,5	75,5	76,5

Bodyshirts

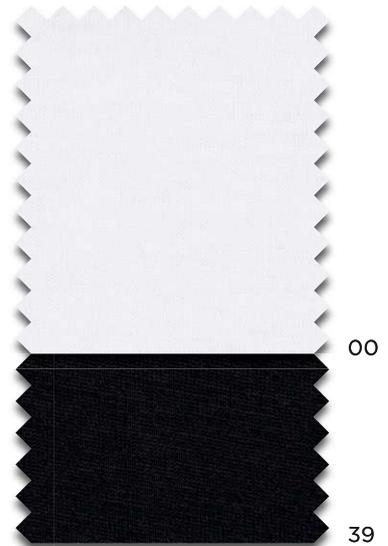


Art.: 811 TOSO
Bodyshirt, V-Neck
Size: S-XXL
Colour: 0/39

92% Cotton
8% Elastane

Art.: 812 TUTO
Bodyshirt, Deep V-Neck
Size: S-XXL
Colour: 0/39

92% Cotton
8% Elastane



Standard Measurement Chart

Measuring track	S	M	L	XL	XXL
Chest measurement	96	100	104	108	112
Body length	72,5	73,5	74,5	75,5	76,5

T-shirts



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— by —
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Art.: 887 TINO
T-shirt, Round Neck
Size: S-3XL
Colour: 0/18/39

70% Cotton
30% Lyocell



Standard Measurement Chart

Measuring track	S	M	L	XL	XXL	3XL
Chest measurement	100	106	114	122	134	146
Body length	68	70	71	73	75	77

Longsleeve



Art.: 887 TIDO
T-shirt, Round Neck
Size: S-3XL
Colour: 18/39

70% Cotton
30% Lyocell

1863
— by —
ET ERNA



Standard Measurement Chart

Measuring track	S	M	L	XL	XXL	3XL
Chest measurement	100	106	114	122	134	146
Body length	68	70	71	73	75	77

Pullover



Art.: 367 HOBO
 Pullover, Round Neck
 Size: S-3XL
 Colour: 17/19/28/39/58/85

100% Merino-Wool



Standard Measurement Chart

Measuring track	S	M	L	XL	XXL	3XL
Chest measurement	102	108	114	122	130	138
Body length	67	69	71	73	75	77

Pullover



Art.: 367 HOBE
Pullover, V-Neck
Size: S-3XL
Colour: 37/19/39

100% Merino-Wool



Standard Measurement Chart

Measuring track	S	M	L	XL	XXL	3XL
Chest measurement	102	108	114	122	130	138
Body length	67	69	71	73	75	77

Pullover



Art.: 367 HOPE
Pullover Turtle Neck
Size: S-3XL
Colour: 19

100% Merino-Wool



19

Standard Measurement Chart

Measuring track	S	M	L	XL	XXL	3XL
Chest measurement	102	108	114	122	130	138
Body length	67	69	71	73	75	77

ET ERNA



Contacts

We welcome your communication and are dedicated to providing a professional and responsive service to all our clients. Should you have any inquiries, feedback, or simply wish to get in touch with us, we would be pleased to hear from you.

ET ERNA

Sales Departments

NATIONAL

SALES DEPARTMENT:

Phone: +49 851 98 16 - 200

Fax: +49 851 98 16 - 470

Mail: nationalsales@eterna.de

Monday to Thursday

from 09.00 to 16.00 and on

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Phone.: +49 851 98 16 - 599

Fax: +49 851 98 16 - 467

Mail: internationalsales@eterna.de

Monday to Thursday

from 09.00 to 16.00 and on

Friday from 09.00 to 14.00.

INTERNATIONAL

AGENTS:



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ETERNA Mode GmbH | Medienstraße 12 | 94036 Passau | Germany

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CEO: Henning Gerbaulet

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