

Overview

NEVER OUT OF STOCK

ETERNA

NOS Styles

	Collar	SL	Style	Ρ			Po	cket	Her lin		PATCH mix&match inside collar stand	PATCH mix&match inside cuff	Half patch	PATCH mix&match yoke	PATCH mix&match inside placket	Double cuff
				with fold	button facing	fly front	with	without	straight	round						
						1								1		
Ш	CUTAWAY	1/1	Z182	~				~		✓						
Sli																
Jer																
Super	@															

	Collar	SL	Style	P	lacket		Pock	et	Hem- line	PATCH mix&match inside collar stand	PATCH mix&match inside cuff	Half patch	PATCH mix&match yoke	PATCH mix&match inside placket	Double cuff
				with fold	button facing	fly front	with wit	nout stra	aight round						
			<u>^</u>										~		
·It	CLASS. KENT	1/1	F140	~				/	~	✓	~				
Slim Fit		1/1	F159	~				/	~						
iπ		1/1	F170	~				/	✓						
S		1/1	F640	~				/	✓	√					
	\$	1/1	F69K	~				/	~	✓					
	MOD. KENT	1/1	F14P	✓					✓	✓	√				
		1/1	F18P	~				~	✓						
	¢ ¢														
	CUTAWAY	1/1	F132	✓				I	✓	✓	√			✓	
		1/1	F142	✓				~	√	✓	√				
		1/1	F182	✓				~	√						
		1/1	F392			~		~	✓						~
	\$	1/1	F482	✓				~	✓						~
		1/1	F682	✓				~	✓						
		1/1	FS42	✓				~	✓	✓					
		1/1	FS82	✓				~	✓						
		1/1	YS82	~				~	✓						
	WING	1/1	F362			 ✓ 		~	✓						√
		,													
	MINI B.D.	1/1	FS14	~				~	~	√					
		7 '													
						-									
						-						-			

	Collar	SL	Style	PI	lacket		Ро	cket	Heı lin		PATCH	PATCH	Half patch	PATCH	PATCH	Double cuff
				with fold	button facing	fly front	with	without	straight	round	inside collar stand	inside cuff		yoke	inside placket	
it	CLASS. KENT	1/2	C13K	✓				✓		√	✓				✓	
F		1/2	C187		~		~		~							
LL L		1/2	C18K	✓				~		~						
de	-	1/2	C19K	✓			~			~						
Modern Fit	¢	1/1	X13K	✓				✓		✓	✓	\checkmark			~	
		1/1	X149	 ✓ 			 ✓ 			 ✓ ✓ 	✓	√				
		1/1 1/1	X169 X18K	✓ ✓			✓	√		✓ ✓						
		1/1	X10K	· √			✓	•		· ✓						
		1/1	X15K	✓			~			~	✓					
		1/1	X647	~				~		~	~					
		1/1	X659	✓				~		✓						~
		1/1	X687	✓				✓		✓						
		1/1	X69K	✓				✓		✓	✓					
	MOD. KENT	1/2	C14P	~				✓		✓	✓					
		1/1	X14P	✓				✓		✓	~	√				
		1/1	X18P	✓				✓		✓						
			1				1		1		<u> </u>					
	MOD. B.D.	1/1	X17U	✓ ✓				✓		 ✓ ✓ 						
		1/1	X146	✓			✓			 ✓ 	✓					
	000															
	¢ \$															
	MINI B.D.	1/1	XS14	✓				~		~	✓					
	4//															
	CUTAWAY	1/2	C15V	√				~		 ✓ 	✓	\checkmark				
		1/1	X15V	√				 ✓ 		 ✓ 	✓	√				
		1/1	X17V	✓				~		~						
		1/1	X48V	✓				✓		✓						~
	¢	1/1	JS82	✓				✓		✓						
		1/1	X682	 ✓ 				 ✓ 		 ✓ 						
		1/1 1/1	XS82 XS42	✓ ✓				✓ ✓		✓ ✓	✓					
	[]		1 T		l	I	I	I	l	• 	· · ·		1	l	 	
	WING	1/1	X362			✓		✓	✓							✓
	CELEB. KENT	1/1	X367			✓		✓	✓							
		1/ 1	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				-			-						
	STAND-UP	1/1	XS7S		~			~		✓						
	XX															
	¢															

	Collar	SL	Style	Р	lacket		Po	cket	Her lin		PATCH mix&match inside collar stand	PATCH mix&match inside cuff	Half patch	PATCH	PATCH mix&match inside placket	Double cuff
				with fold	button facing	fly front	with	without	straight	round	inside collar stand	inside cuir		yoke	ii iside placket	
lit	CLASS. KENT	1/2	K137		√		~		~		\checkmark				✓	
Comfort Fit		1/2	K147		~		~		~		✓					
OL		1/2	K19K	✓			~			~						
nf		1/2	K15K	✓			~			~	\checkmark					
on	¢	1/1	E147		~		~		~		✓	\checkmark				
Ó		1/1	E149	✓			~			~	✓	✓				
		1/1	E15K	✓			✓		~		✓	\checkmark				
		1/1	E169	✓			~			✓						
		1/1	E137		~		~		~		✓	~			✓	
		1/1	E19K	✓			~			✓						
		1/1	E387			✓		 ✓ 	✓							~
		1/1	E647	 ✓ ✓ 				✓ ✓		✓ ✓	✓					
		1/1	E687	✓ ✓				✓ ✓		✓ ✓	✓					
		1/1 1/1	E69K E17K	✓ ✓				✓ ✓		✓ ✓	•					
l		1/ 1														
	MOD. KENT	1/1	E15P		~		~		~		✓	\checkmark				
l	\$															
	BASIC KENT	1/1	E18E	✓			~		~							
		1/1	E49E	✓				~	✓							~
		1/1	K198		✓		✓		~							
Į	¢ \$															
[CLASSIC B.D.	1/2	K146	✓			✓			✓	✓					
		1/1	E146	✓			~			~	✓					
		1/1	E19L	✓			~		~							
	0 0															
	\$ \$															
[CUTAWAY	1/1	E15V	~		_		✓		~	✓	√				
		1/1	E18V	~			~			~						
		, :														
	\$															

	Art. 1100 Original Shirt	B	Non 1 Iron C	00% Breat	hable						
						SF F170 37-46	KENT	MF C19K 37-46, 48	HENT	CF K19K 39-50, 52, 54	ENT
Masterpiece 00	0							MF X19K 37-46, 48	HENT	CF E19K 38-50, 52, 54	KENT
								MF X18K 37-46, 48	KENT	CF E17K 38-50, 52, 54	KENT
						SF F170 ₃₇₋₄₄	KENT	MF C19K 37-46, 48	KENT	CF K19K 39-50, 52, 54	ENT
10								MF X19K 37-46, 48	HENT	CF E19K 38-50, 52, 54	☐ KENT
10											
		_									
						SF F170 37-44	KENT	MF C19K 37-46, 48	□ ⁽²⁾ KENT □ +68	CF K19K 39-50, 52, 54	KENT
39								MF X19K 40-48	KENT	CF E19K 38-50, 52, 54	U KENT
	Art. 8819		Ø	ආ	М						
	Cover Shirt	(C)	Opaque	100% Cotton	Non Iron	SF F142		MF X15V		CF E15V	
	(3)					38-44	CUTAWAY	38-46, 48	CUTAWAY	40-50, 52, 54	CUTAWAY
00						SF F142		MF X15V		CF E15V	
	@ 1					3F F142 38-44	CUTAWAY	38-46,48	CUTAWAY	48-50	CUTAWAY
10											_
						SF F182 38-44	CUTAWAY WITHOUT COLLAR	MF X17V 38-46, 48	CUTAWAY WITHOUT COLLAR	CF E18V 40-48	CUTAWAY WITHOUT COLLAR
00							PATCH		PATCH		PATCH

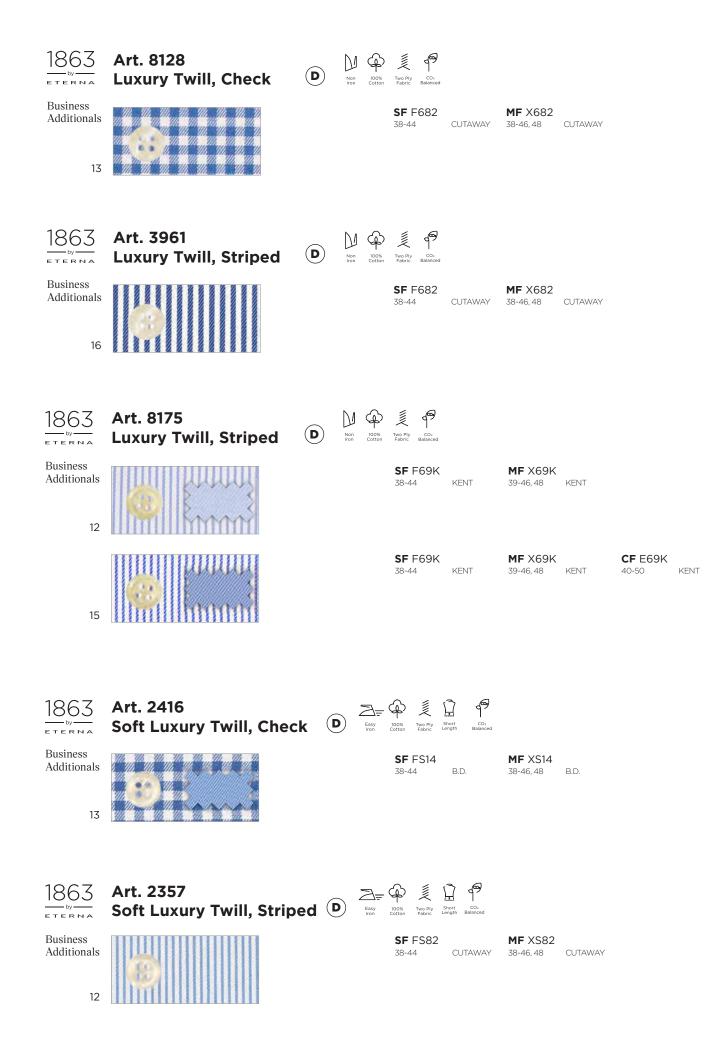
	Art. 8817 Cover Shirt	C Opaque	100% Non Cotton Iron						
		SS Z182 36-44	CUTAWAY	SF F182 37-46 38-46	CUTAWAY +72	MF C19K 38-46, 48	KENT	CF E19K 40-50, 52, 54	+59 KENT 68 72
Masterpiece 00				SF F362 37-44	WING	MF X17U 38-46, 48	B.D.		
						MF X362 38-46, 48	WING		
						MF X18K 38-46, 48	+5 KENT 6 7		
	6	SS Z182 36-44	CUTAWAY	SF F182 38-44	CUTAWAY	MF X18K 38-46, 48	KENT	CF E19K 40-50, 52, 54	KENT
21		Celebra	ition:	SF F362 37-44	WING	MF X362 38-46, 48	WING	CF E387 40-50, 52, 54	
				SF F482 ³⁸⁻⁴⁴	CUTAWAY DOUBLE CUFF	MF X392 38-46, 48	WING		FLY FRONT
				SF F392 37-44	CUTAWAY DOUBLE CUFF FLY FRONT	MF X367 38-46, 48	+68 D KENT DOUBLE CUFF	CF E49E 40-50, 52, 54	KENT DOUBLE CUFF
				38-46	+70	MF X48V 38-46,48	CUTAWAY DOUBLE CUFF		
50				SF F182 38-44	CUTAWAY	MF X18K 38-46, 48	KENT	CF E19K 40-48	KENT
	8	SS Z182 36-44	CUTAWAY	SF F182 ³⁸⁻⁴⁶	CUTAWAY	MF C19K 38-46, 48	HENT	CF E19K 40-50, 52, 54	
10	S					MF X17U 38-46, 48	B.D.	CF E19L 40-48	D.D.
						MF X18K 38-46, 48	+6 KENT 7		
14	3			SF F182 38-44	CUTAWAY	MF X18K 38-46, 48	KENT	CF E19K 40-50, 52, 54	
19				SF F182 38-44	CUTAWAY	MF X18K 38-46, 48	KENT	CF E19K 40-48	KENT
35						MF X18K 38-46, 48	KENT	CF E19K 40-50, 52, 54	ENT KENT
39			CUTAWAY	SF F182 38-46	CUTAWAY	MF X18K 38-46, 48	KENT	CF E19K 40-48	KENT

	Art. 3377 Performance Shirt	C	Super Stretch	Eco- Friendly	Cooling Effect	No sweat, S	Super Soft	Easy Iron 4%	Lyocell Polyamide Elastane			
00						SF F17 38-44	70	KENT	MF X18K 38-46, 48	KENT		
19	8					SF F17 38-44	70	KENT	MF X18K 38-46, 48	KENT		
07	C					SF F17 38-44	70	KENT	MF X18K 38-46,48	KENT		
35						SF F17 38-44	70	KENT	MF X18K 38-46,48	KENT		
Masterpiece 39						SF F17 38-44	70	KENT	MF X18K 38-46, 48	KENT		
Business Additionals	Art. 3116 Structured Twill	C	Non Iron	LOG% Cotton								
12						SF F15 38-44	9	KENT	MF X169 38-46, 48	ENT KENT	CF E169 40-50, 52, 54	ENT KENT
50									MF X169 38-46,48	KENT		
32									MF X169 38-46, 48	KENT	CF E169 40-50, 52, 54	KENT
38	Ø					SF F15 38-44	9	KENT	MF X169 38-46, 48	KENT	CF E169 40-48	KENT

Business Additionals	Art. 8100 Oxford	C	Non 100% Iron Cotton						
	-					MF C13K 38-46, 48	(j) KENT	CF K137 40-50, 52, 54	ENT
00				SF F132 37-46	CUTAWAY	MF X13K 38-46, 48	+68	CF E137 40-50, 52, 54	+68 KENT
	-					MF C13K 38-46, 48	(ja) KENT	CF K137 40-50, 52, 54	E Ø
12				SF F132 37-46	CUTAWAY	MF X13K 38-46, 48	+68 KENT	CF E137 40-48	+68 KENT
Business Additionals	Art. 8992 Striped	B	Non 100% Iron Cotton						
16				SF F140 38-44	KENT	MF X14P 38-46,48	KENT	CF E15P 40-50, 52 54	KENT
Business Additionals	Art. 4671 Structured	B	Non 100% Iron Cotton						
						MF C14P 38-46, 48	€ KENT	CF K147 40-50, 52, 54	KENT
11				SF F142 38-44	CUTAWAY	MF X14P 38-46, 48	+68 KENT	CF E147 40-50, 52, 54	H KENT
Business Additionals	Art. 8913 Vichy Check	B	Non 100% Iron Cotton						
12	⊗ ₩₩					MF X146 38-46,48	Б.D.	CF E146 40-50, 52, 54	D.D.
16						MF X146 38-46, 48	+68 B.D.	CF E146 40-50, 52, 54	D.D.
09						MF X146 38-46, 48		CF E146 40-50, 52, 54	
58						MF X146 38-46, 48	Б.Д.	CF E146 40-50, 52, 54	Б.Д.

1863 by	Art. 3850 Soft Luxury Shirt (D G	arment Two Ply Short Pashed Fabric Length	Super 100% CO3 Soft Cotton Balanced	1		
Masterpiece 02				SF FS82 38-44	CUTAWAY	MF XS82 38-46,48	CUTAWAY
Masterpiece 10				SF FS82 38-44	CUTAWAY	MF XS82 38-46, 48	CUTAWAY
50				SF FS82 ³⁸⁻⁴⁴	CUTAWAY	MF XS82 38-46, 48	CUTAWAY
19				SF FS82 38-44	CUTAWAY	MF XS82 38-46,48	CUTAWAY
				SF FS42 ³⁸⁻⁴⁴	CUTAWAY	MF XS42 38-46, 48	CUTAWAY
02				SF FS42 ³⁸⁻⁴⁴	CUTAWAY	MF XS42 38-46,48	CUTAWAY
1863 by	Art. 2159 Jersey Shirt		Super Non 100% Tretch Iron Cotton	Super CO2 Soft Balanced			
00	0			SF YS82 38-44	CUTAWAY	MF JS82 38-46, 48	CUTAWAY
Masterpiece 19				SF YS82 38-44	CUTAWAY	MF JS82 38-46,48	CUTAWAY
39	\odot			SF YS82 38-44	CUTAWAY	MF JS82 38-46, 48	CUTAWAY
1863 eterna	Art. 2355 Linen Shirt	K Bre	eathable Super Cooling	CO2 59% Cotton Balanced 41% Linen			
Masterpiece 00	•			SF FS82 38-44	CUTAWAY	MF XS82 38-46,48 MF XS7S 38-46,48	CUTAWAY E

1863 eterna	Art. 8005 Luxury Shirt	D	Non	100% Cotton	Two Ply of Fabric Bal	GO3 Ianced					
Masterpiece 00	0					SF F682 ³⁸⁻⁴⁶	CUTAWAY	MF X687 38-46, 48	KENT	CF E687 40-50	KENT
Masterpiece 10	6					SF F682 38-46	CUTAWAY	MF X687 38-46, 48	KENT	CF E687 40-50	KENT
50						SF F682 ³⁸⁻⁴⁶	CUTAWAY	MF X687 38-46, 48	KENT		
18						SF F682 38-46	CUTAWAY	MF X687 38-46, 48	KENT		
39						SF F682 ³⁸⁻⁴⁶	CUTAWAY	MF X687 38-46,48	KENT		
00						SF F640 ³⁸⁻⁴⁴	KENT	MF X647 38-46,48	KENT	CF E647 40-50	KENT
13		1				SF F640 ³⁸⁻⁴⁴	KENT	MF X647 38-46,48	KENT		
<u>1863</u> eterna	Art. 8218 Luxury Shirt	F		100% Cotton		SF F659 38-44	KENT DOUBLE CUFF	MF X659 38-46, 48	KENT Double CUFF		
1863 eterna	Art. 8005 Luxury Shirt	E	Non	Loo% Cotton	~	CO ₂					
00	(J)					SF F659 ₃₈₋₄₄	KENT DOUBLE CUFF OPEN PLACKET	MF X659 38-46,48	KENT double cuff		
20						SF F659 ³⁸⁻⁴⁴	KENT DOUBLE CUFF OPEN PLACKET	MF X659 38-46, 48	KENT Double cuff		



ETERNA

Meisterhaft seit 1863.

NEVER OUT OF STOCK

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:



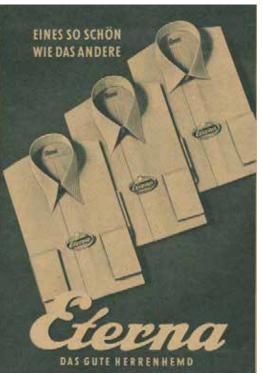


IN













3 Merkmale keritasiahan dan hubbeda ETERNAKRAGEN Daradoware, didit gewatita Staff, dar ikin Galadrand Adepas gibt. Dis vervatikomunate Nobart, dia jada Stidt via asgezirash hinatas Dis Soldeheit der Fermen, die für jatar Galabhust geschuften sind – Stöckpess 20 kgt.





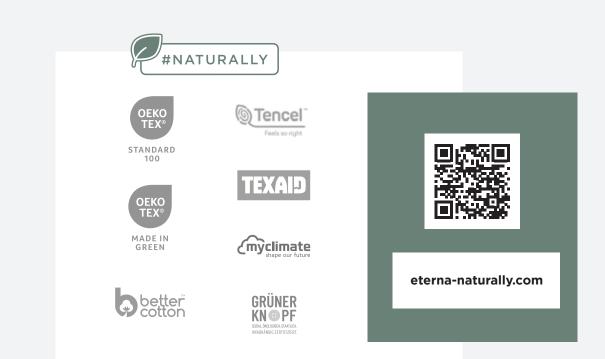




Sustainability is not a fashion trend.

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 better cotton, myclimate, Green Button, TEXAID and many more.



#NATURALLY

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

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.

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.

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

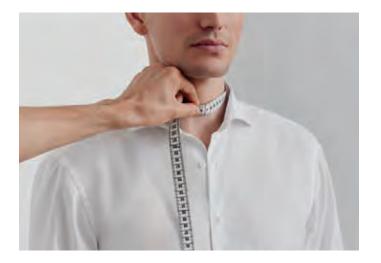
ETERNA's sustainable principles are fixed in **our company policy** and our environmental policy. All employees have to state their commitment to these guidelines. Our **business partners** have to accept our supplier code of conduct to confirm their **sustainable and responsible** way of working.

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



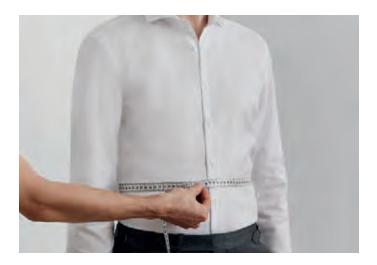
• Collar Sizes

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.



• 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.



Waist measurement

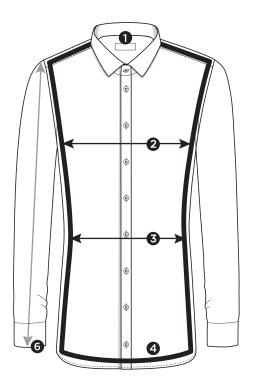
It is measured at the narrowest point of waist to determine the waist measurement.

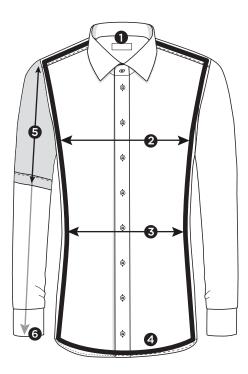
Super Slim

Figure-Hugging.

Slim Fit

Narrow Fit.



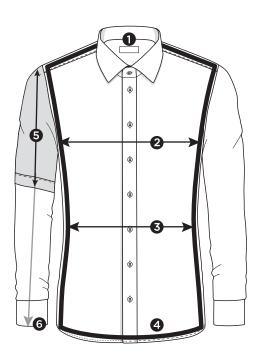


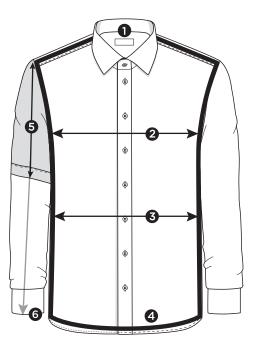
Modern Fit

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 17¾18	47/48 18½/19	49/50 19¼/19½	52 20½	54 211/4
2	Chest measurement	COMFORT FIT MODERN FIT SLIM FIT SUPER SLIM	98	112 110 102 102	120 116 110 110	128 122 116 116	134 132 124 124	148 138 134	154 146	160	168	176
3	Waist measurement	COMFORT FIT MODERN FIT SLIM FIT SUPER SLIM	83	108 102 92 87	114 106 98 93	124 114 104 99	134 122 112 107	148 130 122	154 138	160	168	176
4	Body length for SL 65	COMFORT FIT MODERN FIT		80 80	80 80	80 80	82 82	90 85	90 90	95	95	95
	Body length for SL 59	COMFORT FIT MODERN FIT		80 80	80 80	80 80	80 80	80 80	80 80	80	80	80
	Body length for SL 67	SLIM FIT SUPER SLIM	80	80 80	80 80	80 80	82 82	85				
	Body length for SL 68	COMFORT FIT MODERN FIT		85 85	85 85	85 85	85 85	90 90	90 90	95	95	95
	Body length for SL 70	SLIM FIT		85	85	85	85	85				
	Body length for SL 72	COMFORT FIT MODERN FIT		90 90	90 90	90 90	90 90	90 90	90 90	95	95	95
5	Short sleeve (1/2)	COMFORT FIT MODERN FIT SLIM FIT		28 27 24	28 27 24	28 27 24	28 27 24	30 30 26	30 30	30	30	30
6	Cuff length	COMFORT FIT MODERN FIT SLIM FIT SUPER SLIM	26	26 26 26 26	26 26 26 26	26 26 26 26	28 28 28 28	28 28 28	28 28	30	30	30



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.



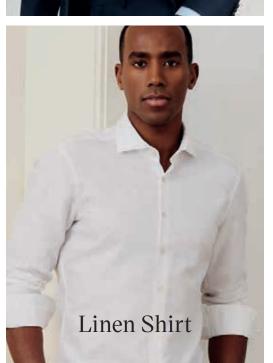












Original Shirt

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





















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.







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 🖲	Slim Fit	Modern Fit	Comfort Fit
		37-46	37-46, 48	38-50, 52, 54
	2			
Masterpiece				
Masterpiece				
			С19К 🗖 🖗	K19K² 🗍 🖗
			х19к 🖯	Е19К 📋
00	$> \bigcirc$	F170	X18K	E17K
			С19К 🗖 🔞	K19K² 🗍 🖄
10		E17 01	х19к 🗖	
10		F170 ¹	XI9K U	E19K ²
	Terest in the second of the second second			
			С19К 🗖 🕲	K19K² 🗍 🖄
39		F170 ¹	х19к 🖯	E19K ³
	Construction of the second			

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

- sizes 37-44
 sizes 39-50, 52, 54
 sizes 40-50, 52, 54

Cover Shirt

5

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.









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.

Art. 8817 © Slim Fit Super Slim 36-44 38-44 Masterpiece 00 Z182 F1821 21 F182 Z182 50 F182 10 Z182 F182² F182 14 19 F182 39 Z182 F182²

¹ sizes 37-46

² 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.

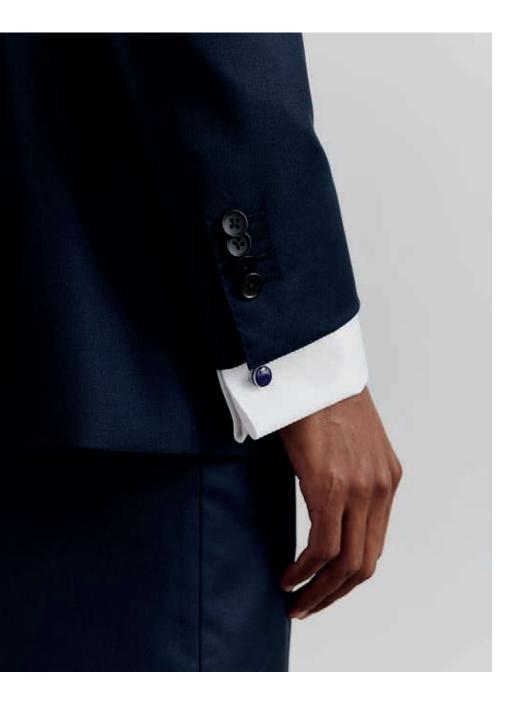
	Art. 8817	C	Modern Fit 38-46, 48	Comfort Fit 40-48
Masterpiece			С19К ⊗ □ X18К	E19K ¹
21	0		Х18К	E19K1
50			Х18К	Е19К 🗍
10	0		С19К இ □ X18К	E19K ¹ 🗍
14	3		Х18К	E19K1 📋
19			Х18К	Е19К 📋
35			Х18К	Е19К' 🗍
39			Х18К	Е19К 🗍



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.

Art. 8817 C	Modern Fit	Comfort Fit
<u> </u>	38-46, 48	40-48
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	1	
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	<u> </u>	
2		
2 🙆		
10	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.

Art. 8817 🔘	Slim Fit	Modern Fit	Comfort Fit
\mathbf{i}	38-44	38-46, 48	40-50, 52, 54
	Cutaway	Cutaway	Kent
<pre>concentration</pre>			
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· · · · · · · · · · · · · · · · · · ·			
>			
>			
	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.

	Art. 8819 C		Slim Fit 38-44	Modern Fit 38-46, 48	Comfort Fit 40-50, 52, 54
00		*****	F142	X15V	E15V
10		ALAA S R	F142	X15V	E15V1



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.

Art. 8819 C	Slim Fit	Modern Fit	Comfort Fit
Č	38-44	38-46, 48	40-48
A A			
	F182	X17V	E18V 🗍
	1102		

Performance Shirt

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

















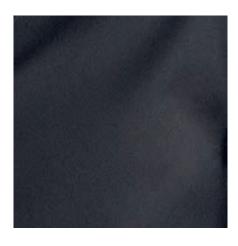




Super Stretch Twill.

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.













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 C	Slim Fit 38-44	Modern Fit 38-46, 48
00		F170	X18K
19	8	F170	Х18К
07		F170	Х18К
35		F170	X18K
Masterpiece 39		F170	X18K

Luxury Shirt

0

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























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.







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 Modern Fit **Comfort Fit** 38-46 38-46, 48 40-50 Kent Cutaway Kent Masterpiece 00 F682 X687 E687 Masterpiece 24 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

Slim Fit	Modern Fit	Comfort Fit 40-50
30-44	30-40, 40	40-30
00		
F640	X647	E647
F640	X647	
	58-44 F640	38-44 38-46,48



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 🖲	Slim Fit	Modern Fit
	38-44	38-46, 48
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	e	
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	5050	XCE0
00	F659	X659
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	1	
20	F659	X659
\		

Soft Luxury Shirt

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

MA























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.







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 Masterpiece 02 Masterpiece 10

FS82	XS82
FS82	XS82
FS82	XS82
FS82	XS82

Modern Fit

38-46, 48

19

50



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 Luxu	ry Shirt		
	Art. 3850 D		Slim Fit 38-44	Modern Fit 38-46, 48
02	8		FS42	XS42
13	8		FS42	XS42

Jersey Shirt

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











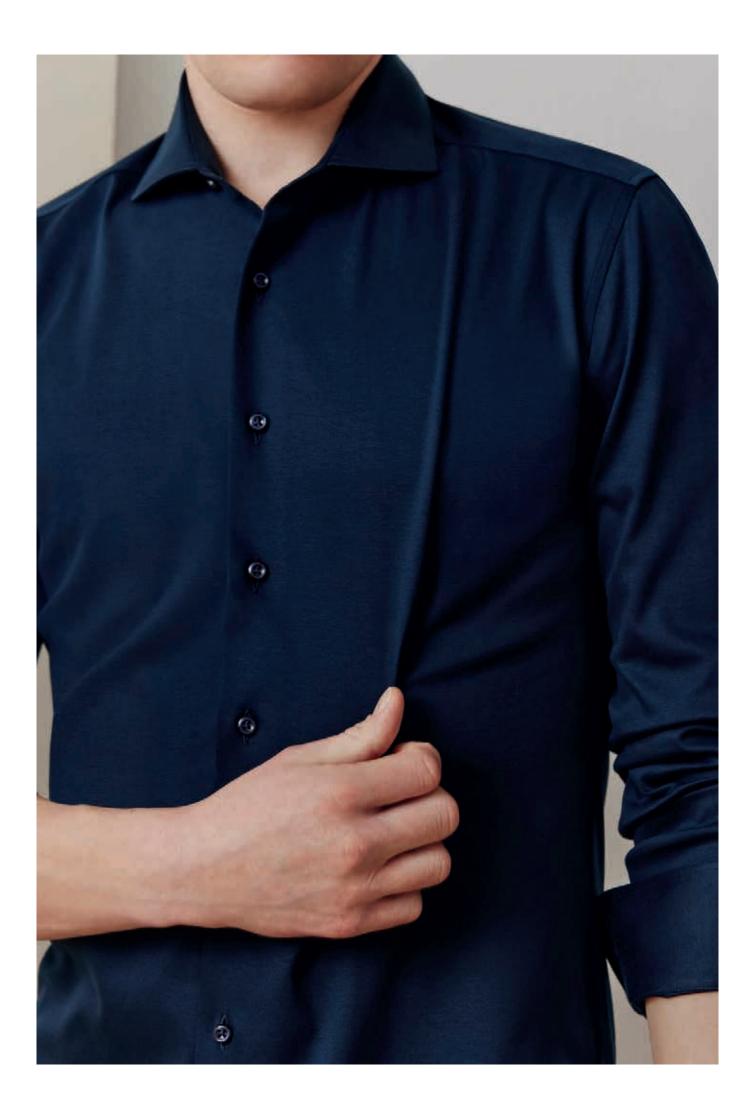












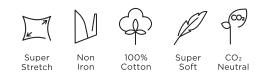
JERSEY SHIRT

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.







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.

Jersey Shirt

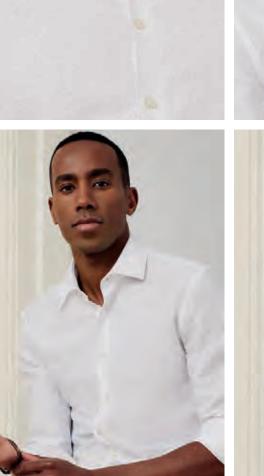
	Art. 2159 D	Slim Fit	Modern Fit
		38-44	39-46, 48
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	> · · · · · · · · · · · · · · · · · · ·		
00	> 😕 🔺	YS82	JS82
Masterpiece			
Masterpiece			
19		YS82	JS82
39		YS82	JS82
	Contractor in the second s		

Linen Shirt

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























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.







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	Modern Fit
	Ċ		38-44	38-46, 48
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		-		
Masterpiece	·			
		le le		
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00			FS82	XS82

This article is available from Spring/Summer 2024.



Business Additionals

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 Additionals

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 ©	Slim Fit 37-46	Modern Fit 38-46, 48	Comfort Fit 40-50, 52, 54
		C13K 🔞	K137 📋 🚱
	F132	Х13К	E137 🗖
		C13K 🔞	K137 🗍 🖄
12 Striped Art. 8992 B	F132 ¹	X13K	E137 🗖
¹⁶ Structured Art. 4671 (B)	F140²	X14P	E15P 🗍
1 The second sec	F142 ²	C14P 🔞 X14P	K147 🗍 🚱 E147 🗍

¹ sizes 38-46 ² sizes 38-44

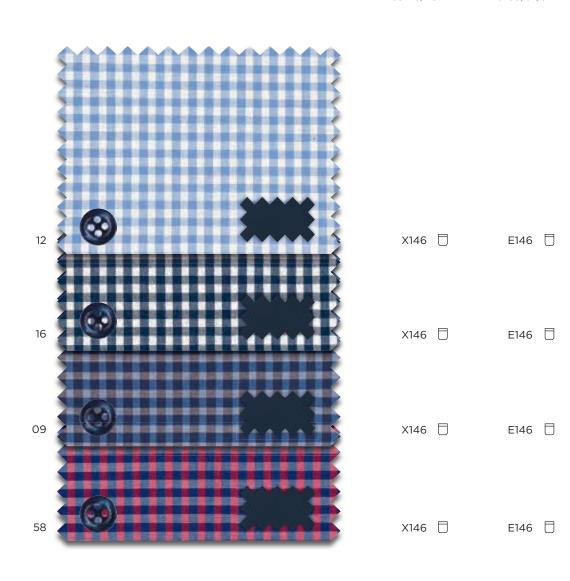
Vichy Check

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 wardorbe. 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



Structured Twill

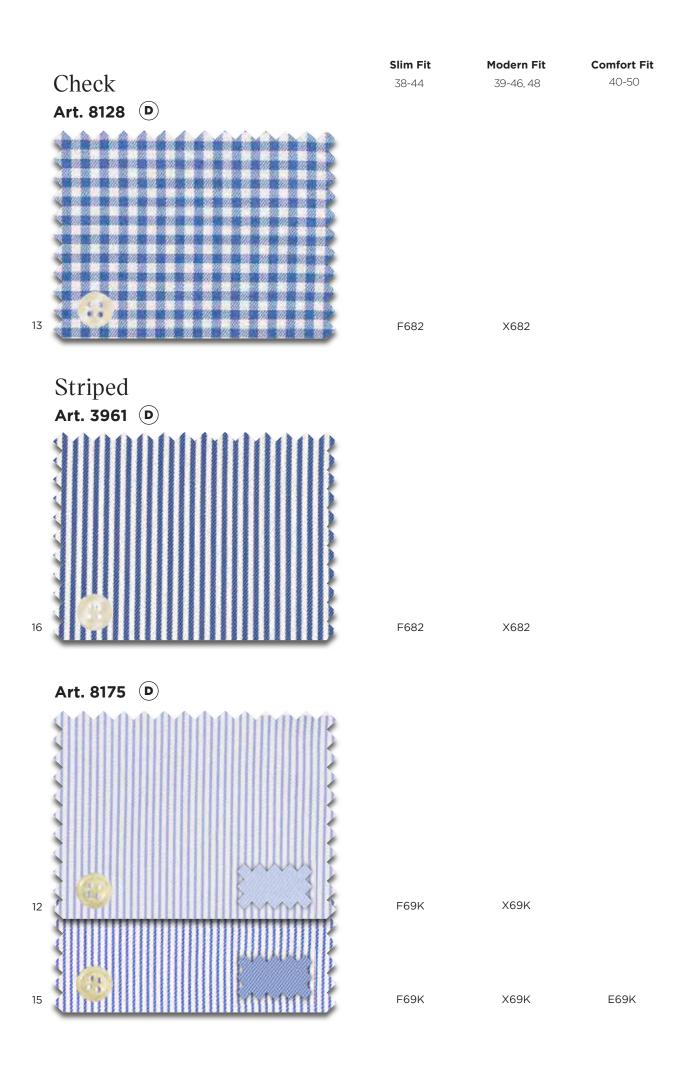
An **elegant** interpretation of the classic business shirt with an **expressive texture**. We've opted for a higher yarn count, creating a characteristic diagonal structure in the weaving process. It's a sophisticated alternative to traditional plain weave and the **perfect foundation** for business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



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.





Soft Luxury Twill

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







Slim Fit

38-44

Modern Fit 38-46, 48

FS14

XS14



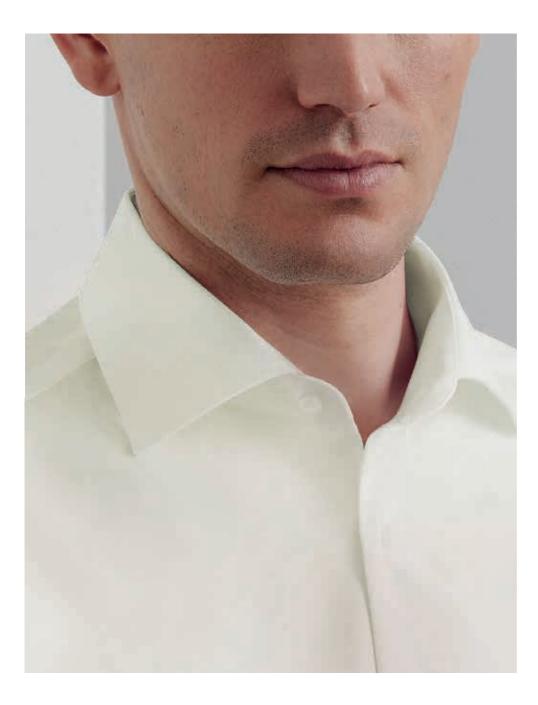
FS82

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	Comfort Fit	
		38-46, 48	40-50, 52, 54	
00		X18K	Е19К 🗍	(C)
21		X18K	Е19К 🗍	(C) (C)
				U
00			E49E	D
00 21		X367 X367	E387 E387	D



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



9448/20 9448/00 FIPS

9448/00 KNUT 9448/20 9448/00 EIKE



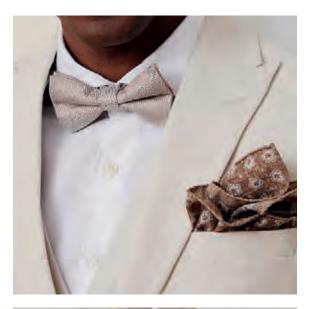
Boho Style

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

 0
 F582
 X582





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 noniron 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 🕞		Slim Fit	Modern Fi
Ŭ		38-44	38-46, 48
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•			
•		F659	X659
<u> </u>		1000	7033





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 D	Slim Fit	Modern Fit		
<u> </u>	37-44	38-46, 48		
	-			
•				
•	-			
•	-			
	-			
	-			
00	F362	X362		
•				
	-			
21	F362	X362		
\				





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 🗵

Modern Fit

38-46, 48



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.



68 cm

Cover Shirt Art. 8817 C

Cover Shirt Art. 8817 (D)

X367



Modern Fit	Comfort Fit			Modern Fit
			1	38-46, 48
38-46, 48	39-48			50 40, 40
			-	
		`		
		`		
			·	
X18K	E19K 🗍		· · · · · · ·	X367
		00		
			-	
		`	-	
		`	-	

21

70 cm⁻¹

Cover Shirt Art. 8817





72 cm

Cover Shirt Art. 8817 C



¹ available from Spring/Summer 2024.

68 cm

Original Shirt Art. 1100 (B)



Modern Fit 38-46, 48

х19к 🗍

Cover Shirt Art. 8817 (c)



Vichy Check Art. 8913 ^B

Modern Fit 38-46, 48

X146 🖯



Modern Fit 38-46, 48

Structured Art. 4671 B

X14P

Uni Pinpoint Art. 8100 ©



39

11



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.

ETERNA



Limited on Stock (Spring/Summer 2024)

Art. 1308		Slim Fit 38-44	Modern Fit 38-46, 48	Comfort Fit 40-48
00		F142	X15V	Е15К 🗍
Art. 1307				
B	3			
	33333		C15V 🚱	к15к 🕲 🗍
00		F142	X15V	Е15К 🗍
11			X15V	Е15К 📋
	A CONTRACT		C15V @	к15к 🛞 🗍
19	AMAGE	F142	X15V	E15K 🗍
Art. 4163				

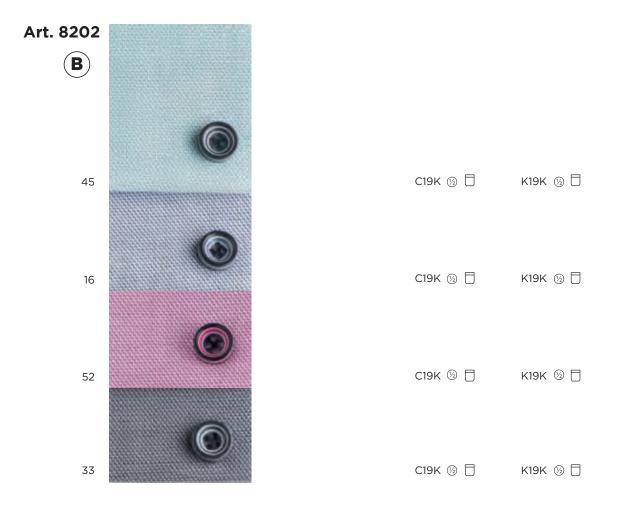
C к19К 🕲 📋 C18K 🗐 F170 E19K 🗍 X18K 12

Limited on Stock (Spring/Summer 2024)

Art. 4158		Slim Fit	Modern Fit	
C		38-44	38-46, 48	40-48
00	ETERNA	F170	х19к 📋	Е19К 🗍
12		F170	х19к 📋	Е19К 🗍
14		F170	х19к 📋	Е19К 🗍
28			х19к 🗖	Е19К 🗍
38		F170	х19к 📋	Е19К 🗍

Limited on Stock (Spring/Summer 2024)





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





120/00







138/00





166/39 OLLE





166/19 OLLE



102/00



166/00 OLLE

Bow Ties

100 % Silk



Pocket Squares

100% Cotton



Sets: Bow Ties & Pocket Squares

62% Silk 38% Linen



9086/22 SET



9086/14 SET



9086/24 SET



9086/40 SET

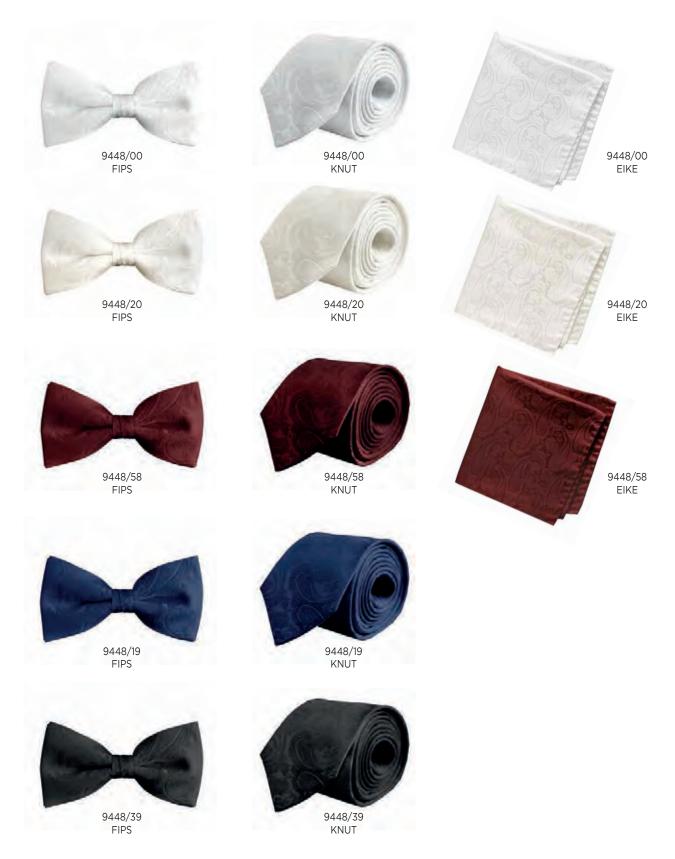


9086/51 SET

Elegant Accessories

100% Silk

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

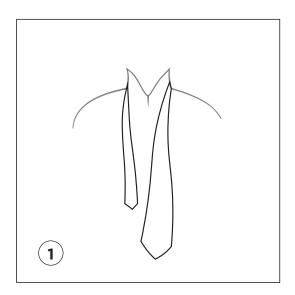


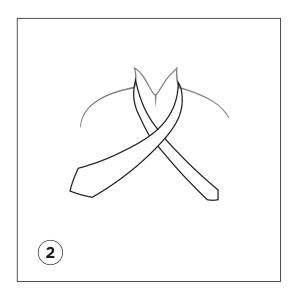


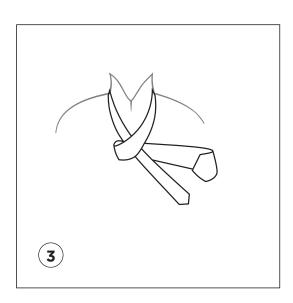
How to Tie a Tie

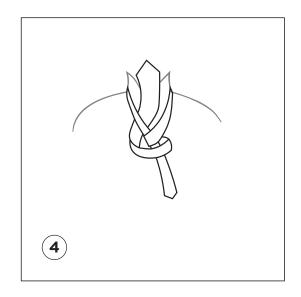
The tie has been a fashionable accessory for a very long time, and its classic and timeless appeal is undeniable. It is often paired with a blazer or suit and a sharp shirt to create an elegant and sophisticated look, which is just as relevant today as it was in the past. The history of the tie dates 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.

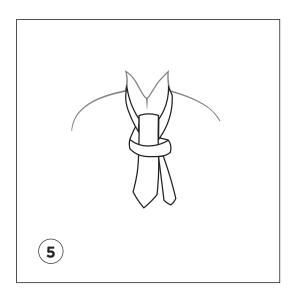
Despite its enduring popularity, the tie has remained largely unchanged over time, except for variations in its width. Therefore, it is crucial to know how to tie a tie in a correct and graceful manner. Our comprehensive guide provides a stepby-step process to help you learn the easiest way to tie a 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.

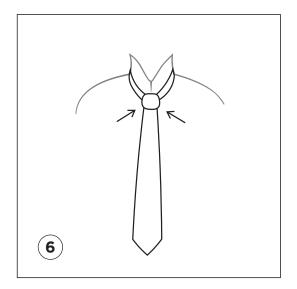












100% Silk **6 cm**





9029/10



9029/15



100% Silk

6 cm



9029/55



9029/58



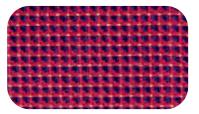
9029/35



9029/39



9504/15

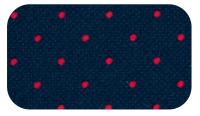




9504/39

100% Silk

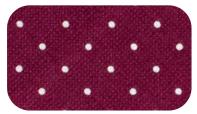
7.5 cm



9026/15



9026/19



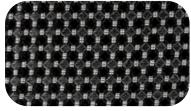
9026/58



9500/15



9500/19





9716/19



9716/57



9716/39

100% Silk **7.5 cm**



9024/10



9024/19



9024/58



9024/39



9501/15



9501/19



9501/58





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.

> KNITWEAR & JERSEY

Bodyshirts



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

92% Cotton 8% Elastane



Measuring track	S	М	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



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

T-shirts



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

70% Cotton 30% Lyocell



1863 _____by____

Measuring track	s	М	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



Standard Measurement Chart

186

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63

Measuring track	s	М	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



Measuring track	s	М	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



Measuring track	s	М	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



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

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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.

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Sales Departments

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