

ET ERNA

Meisterhaft seit 1863.

NEVER OUT OF STOCK  
**WOMEN**

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:







# Sustainability is not a fashion trend.

As far back as 2000, ETERNA was the **world's first manufacturer** of blouses, men's shirts and business clothing 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](https://eterna-naturally.com)

## #NATURALLY

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





We take  
responsibility.



# Environment

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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

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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

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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

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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

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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**.



# Our Blouses. Our Fits.

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Blouses are basics and trend pieces at the same time. In order to develop their full potential, however, they must fit perfectly and be tailored to the individual figure, personal style and occasion. Therefore, we provide four different fits.

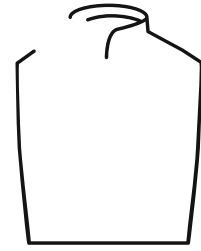


FIT

# Oversize

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Blouses in oversize are **deliberately cut wider**. They combine the classic style of a shirt with a **special casualness**. The comfortable width increases the wearing comfort. The volume of the oversize blouse makes it the key piece of an outfit.



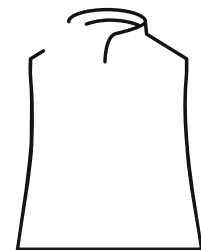
Various shapes

FIT

# Loose

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A **casual silhouette** is typical for loose fit blouses. **More width in the stomach and waist area** gives the blouse a **slight A-shape**. Loose-fit blouses are perfect for women who prefer a **looser fit**.



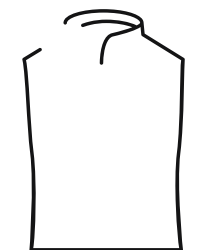
Available shape:  
LAURA

FIT

# Regular

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Regular fit stands for **close-fitting** and at the same time **comfortable** blouses that **flatter the female silhouette** without constricting it. Thanks to their modern fit, they sit casually and offer optimal **wearing comfort**.



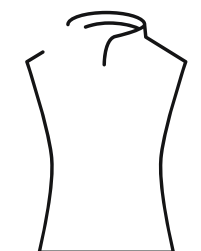
Available shapes:  
RUBY, RITA

FIT

# Fitted

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Fitted blouses are **particularly figure-hugging**: their **tailored cut** perfectly accentuates a **narrow silhouette**.



Available shapes:  
FAVI, FLORA, FIONA



# Available Shapes

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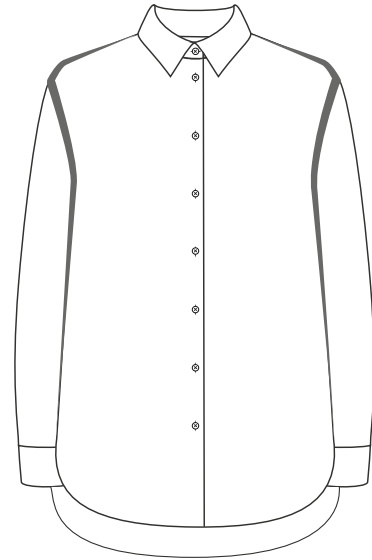
In order to give you an even better orientation as to which blouse best suits your body shape, we have divided some fits into so-called shapes. If you know your favorite shape, you can be sure the next time you buy a blouse that your new blouse will fit the way you want it to.

# Oversize

VARIOUS SHAPES

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Oversize blouses speak for themselves and cannot be further divided into shapes.



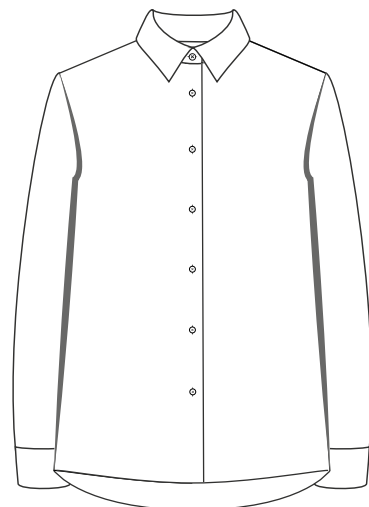
# Loose

SHAPE

## Laura

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With a modern width in the waist and hip area, this blouse has a particularly casual cut.



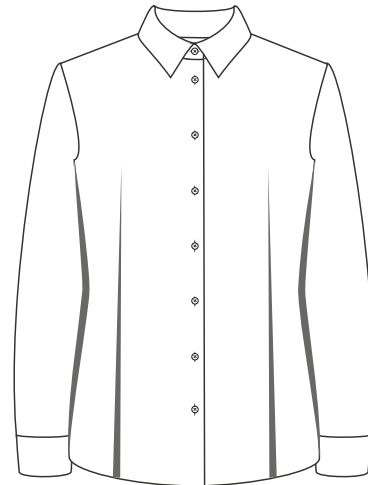
# Regular

SHAPE

## Ruby

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This blouse impresses with its classic, perfectly fitting and body-hugging cut. The silhouette is emphasized by waist darts.

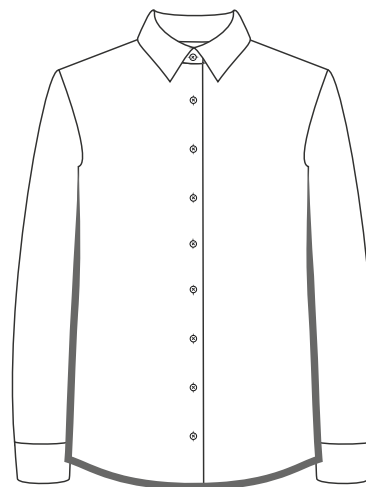


SHAPE

## Rita

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The blouse has a straight cut and therefore flatters all body shapes. This model is slightly fitted at the side seam.



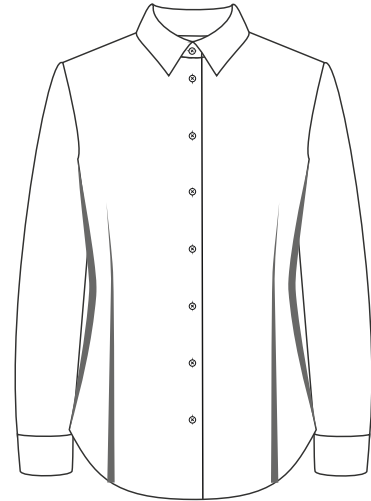
# Fitted

SHAPE

## Favi

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This blouse is the slimmest blouse in the ETERNA collection. Its super-slim silhouette is achieved with darts in the front and back, which clearly accentuates the figure.

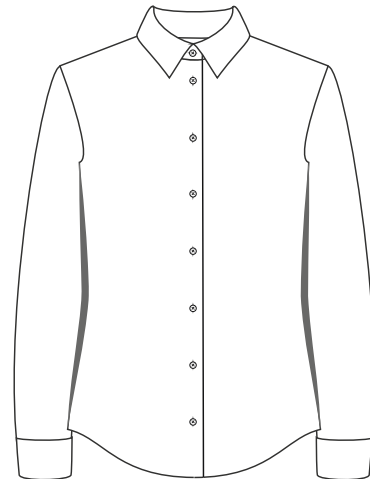


SHAPE

## Flora

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This blouse has a tailored shape and also fits snugly in the middle of the body. The waist is made via the side seam and darts or dividing seams on the back.

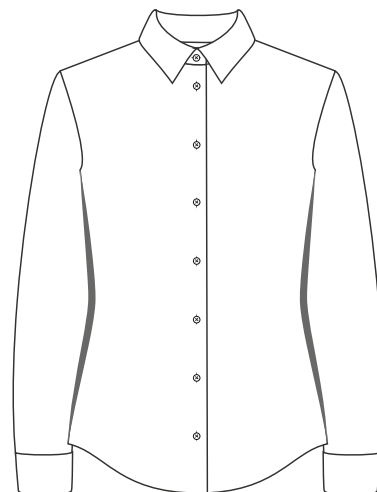


SHAPE

## Fiona

---

The side seam gives this blouse a slightly tailored shape. The silhouette of the blouse subtly traces the contours of the body.







# Best in Class Qualities

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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

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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

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Each BiC-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.



Satin Shirt



Soft Luxury Shirt



Performance Shirt



Jersey Shirt



Cover Shirt



Signature Shirt



Viscose Shirt



Oxford Shirt



Linen Shirt

A full-length photograph of a woman with long black hair, wearing a white long-sleeved satin shirt and dark navy blue trousers. She is standing in a minimalist, brightly lit space with a white wall and a light-colored floor. The shirt has a subtle sheen and a simple, elegant design. The trousers are dark and appear to be made of a similar material, with a visible crease down the center of each leg. The overall aesthetic is clean, professional, and sophisticated.

# Satin Shirt

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Smooth with a fine shimmer.  
The elegant must-have for feminine  
business looks and stylish appearances.





SATIN SHIRT

# Satin Fabric.

Feminine and elegant - at work and at home.

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The fine cotton quality (95% cotton, 5% elastane/satin fabric) with a subtle sheen and a soft feel is simply timelessly modern in its elegance. The stretch component guarantees freedom of movement.



Super  
Stretch



Easy  
Iron



Super  
Soft

5352/00/85/12/19

**E**

REGULAR  
D708 Ruby  
RL 66  
34-50



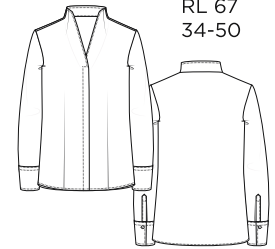
# Satin Shirt

5352/5585

5352/00/19

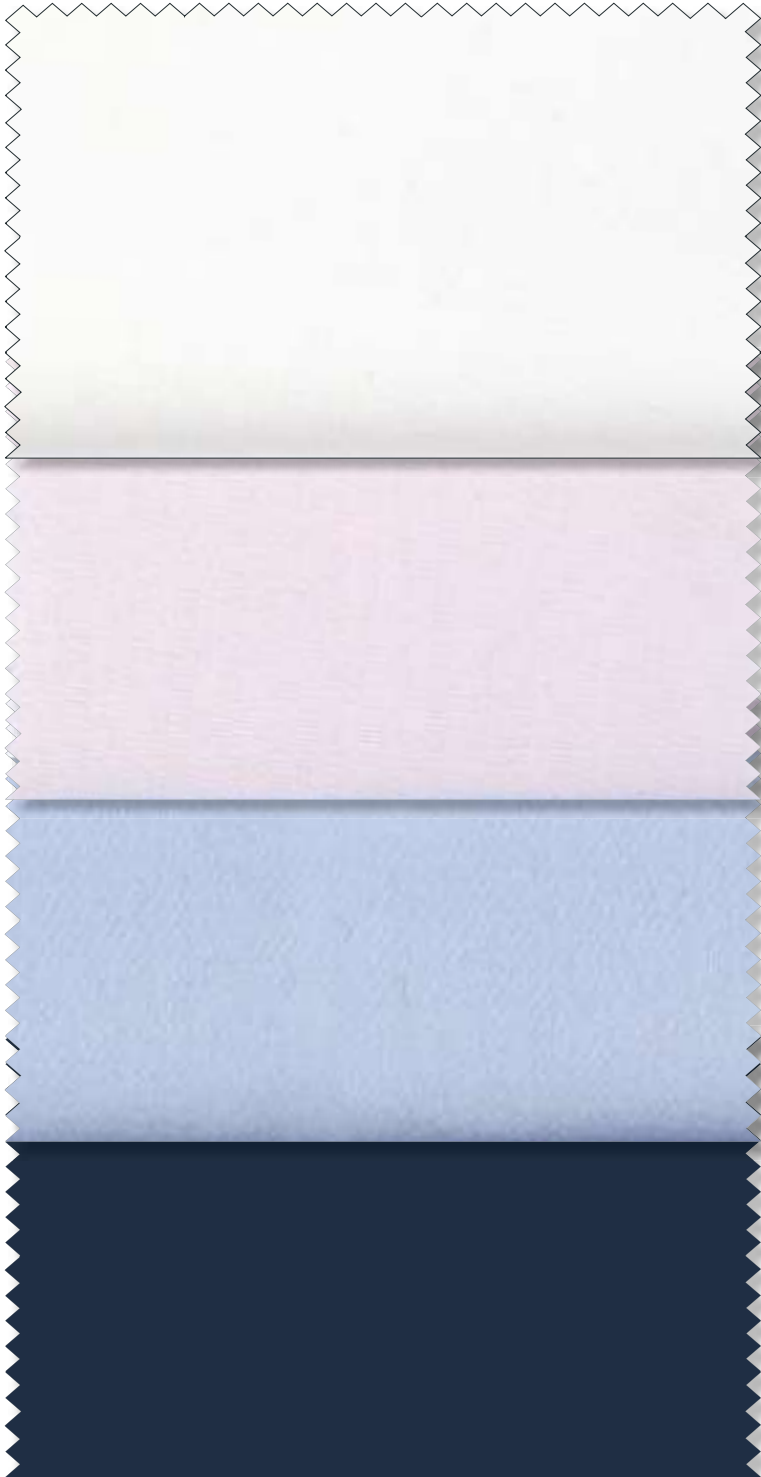
**F**

REGULAR  
D282 Ruby  
RL 67  
34-50



Masterpiece

5352  
00 D282



00

5585/00/19

**E**

LOOSE  
D931 Laura  
RL 70  
34-50



85

5585/00/12

**C**

REGULAR  
A217  
RL 64  
34-50



12

5585/00

**E**

FITTED  
DF44 Favi  
RL 67  
34-46



19

**A**

A766  
36-48





# Cover Shirt

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Opaque, high-quality and easy-iron.  
For an impeccable business look.  
Always elegant and stylish every time.







COVER SHIRT

# Extra Long Cotton.

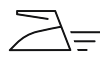
Yarn at its best.

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The opaque innovation.  
A special combination of yarns (100% cotton)  
ensures an optimized opaqueness  
combined with soft texture and the  
highest wearing comfort.



Opaque



Easy  
Iron



100%  
Cotton



Two Ply  
Fabric

# Cover Shirt

5008

Masterpiece

5008  
00 D708



00

50

10

39

**E**



REGULAR  
**D708 Ruby**  
RL 66  
34-50

**5008/00/10/39**

**E**



FITTED  
**D10Y Favi**  
RL 66  
34-44

**5008/00/39**

**D**



REGULAR  
**H965 Rita**  
RL 72  
34-50

A woman with long blonde hair is standing against a plain white wall. She is wearing a black, long-sleeved, button-down shirt tucked into black, slim-fit, cropped trousers. She is also wearing light-colored, possibly beige or cream, loafers. The lighting is soft and even, highlighting the texture of the clothing. The overall aesthetic is clean and professional.

# Performance Shirt

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Maximum freedom thanks to stretch fabric.  
Flexibility all the time.  
For an active lifestyle.



PERFORMANCE SHIRT

# Super Stretch Material.

Flatters many different body types.

---

The material ensures a perfect balance of body-hugging fit and comfort. The extremely stretchy, super soft and easy-iron fabric quality (70% lyocell, 26% polyamide, 4% elastane, super stretch) is furthermore breathable, absorbent and leaves a cooling effect on the skin.



Super  
Stretch



Eco-  
Friendly



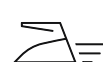
Cooling  
Effect



No sweat,  
No smell



Super  
Soft



Easy  
Iron

# Performance Shirt

**5377**



Masterpiece

5377  
39 DF04

**E**



FITTED  
**DF04 Fiona**  
RL 68  
34-46

00

19

39





# Jersey Shirt

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Smooth jersey, guaranteed to  
make you feel good.  
100% softest cotton.  
For stylish yet comfortable looks.



JERSEY SHIRT

# Luxurious. Comfortable.

A knitted fabric with natural flexibility.

---

The perfect blouse for anyone unwilling to compromise on comfort. Made from 100% softest cotton it offers highest elasticity, at the same time being absorbent and breathable thanks to a fine mesh structure.



Super  
Stretch



Easy  
Iron



100%  
Cotton



Super  
Soft

# Jersey Shirt

5158



Masterpiece

5158  
19 DF05

F

FITTED  
DF05 Fiona  
RL 66  
34-46



00

5158/00

F

REGULAR  
D535  
RL 66  
34-50



19

39



A full-body photograph of a woman with long blonde hair standing in front of a white paneled door. She is wearing a light pink, long-sleeved, button-down blouse with a collar and matching light pink trousers with a slit at the hem. She is also wearing white sneakers. The background is a plain white wall and a wooden floor.

# Soft Luxury Shirt

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Soft feel, relaxed look and  
perfect wearing comfort.  
The relaxed smart casual blouse  
with a touch of luxury.





SOFT LUXURY SHIRT

# Perfect Balance.

Between structure and luster.

---

Washed blouses made of finest twill combine a casual feeling with a touch of luxury. The blouses captivate with their elegant, relaxed look thanks to the light sheen and the soft fabric quality.



Garment  
Washed



100%  
Cotton



Two Ply  
Fabric



Super  
Soft

# Soft Luxury Shirt

5750

F

LOOSE  
D904 Laura  
RL 78  
34-50



02

50

10

23

Masterpiece

5750  
50 D904



# Signature Shirt

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Fine, light and straight-cut.  
For clean, sophisticated looks  
and smart understatement.

1863  
— by —  
ETERNA



SIGNATURE SHIRT

# Signature Poplin.

For straight forward elegance.

---

With its tightly closed weave, it has a uniquely smooth and soft surface for a thin and cool but strong and durable blouse with a beautiful drape.

Through compensation, our premium products are manufactured CO<sub>2</sub>-neutral.



Super  
Stretch



Easy  
Iron



CO<sub>2</sub>  
Neutral

# Signature Shirt

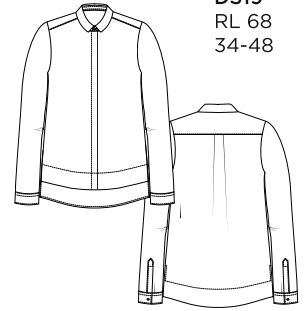
5212

Masterpiece

5212  
00 DS19



G



LOOSE  
DS19  
RL 68  
34-48

00



A full-body photograph of a woman with long black hair, wearing a white long-sleeved viscose shirt and a black pleated skirt. She is standing against a plain white background. The text 'Viscose Shirt' is overlaid in the center of the image.

# Viscose Shirt

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Light, flowing and smooth.  
The all-rounder for feminine style,  
from casual to elegant.



VISCOSE SHIRT

# All-rounder.

For every feminine look.

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A timeless basic that projects both modern professionalism and feminine strength. Delicate, flowing viscose with the best properties of natural fibers and the feel of delicate silk 100% viscose - the perfect fabric for your stylish dress sense.



Cooling  
Effect



Super  
Soft



Eco-  
Friendly

# Viscose Shirt

5270

Masterpiece

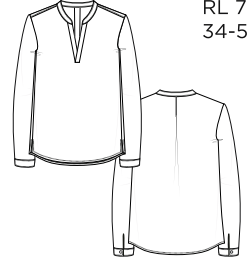
5270  
01 D931



01

39

E



LOOSE  
D931 Laura  
RL 70  
34-50



# Oxford Shirt

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Sporty, comfortable and natural.  
Uncomplicated, versatile style.  
Perfect for smart-casual looks.







OXFORD SHIRT

# Pinpoint. Oxford.

Effortlessly smart, with a distinct texture.

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These blouses represent supreme versatility,  
perfect for business casual and leisure.  
An extremely durable and robust fabric  
made from 70% cotton, 30% lyocell.



Garment  
Washed



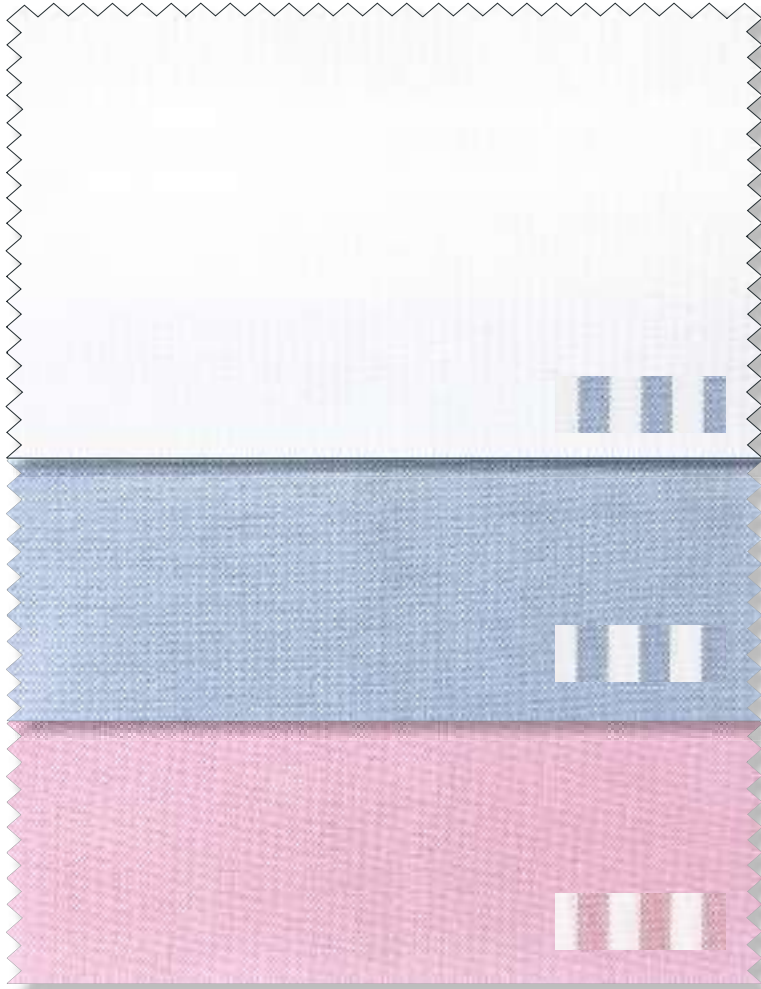
Super  
Soft



Eco-  
Friendly

# Oxford Shirt

5124

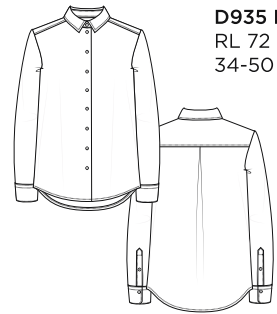


00

12

50

**E**



REGULAR  
**D935 Rita**  
RL 72  
34-50

6008



12

**E**



REGULAR  
**D935 Rita**  
RL 72  
34-50

Masterpiece

6008  
12 D935

A woman with dark hair pulled back, wearing a white long-sleeved linen shirt and dark navy trousers, stands leaning against a white paneled door. She is wearing white strappy high-heeled sandals. The scene is set indoors on a wooden floor.

# Linen Shirt

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Linen and cotton, natural  
and sustainable.

For an airy feel and a  
casual, summery look.



LINEN SHIRT

# Uncomplicated.

Casual summer look.

---

A sartorial must in the summer, and a business casual and casual style statement.

The linen shirt impresses with its noble quality made from 59% cotton and 41% linen. The beautiful, irregular texture is actively cooling and a part of its character.



Breathable



Super Soft



Garment Washed



Cooling Effect



Eco-Friendly

# Linen Shirt

**5155**

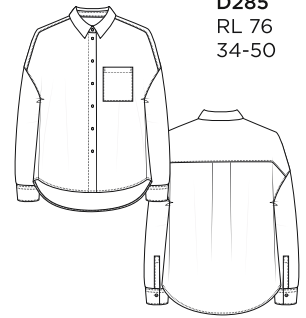
Masterpiece

5155  
00 D285



00

**F**



OVERSIZE

**D285**

RL 76

34-50





# Additional Offer

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Complementary classics to the  
existing range of Best In Class qualities.  
Bestseller in timeless colors.

# Additional Offer

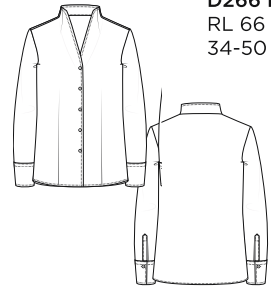
NEVER OUT OF STOCK

**7001**



**F**

REGULAR  
**D266 Ruby**  
RL 66  
34-50



00

**7001/00**

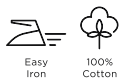
**E**

REGULAR  
**R786**  
RL 65  
34-50



51

12



**5220**



**D**

LOOSE  
**D904 Laura**  
RL 78  
34-50



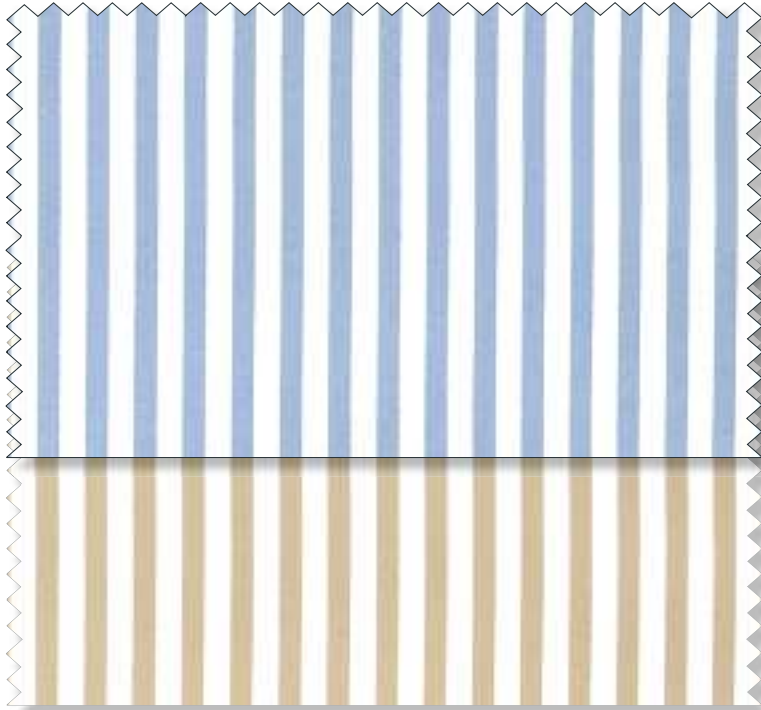
00



# Additional Offer

NEVER OUT OF STOCK

**6281**



**E**

REGULAR  
**D708 Ruby**  
RL 66  
34-50



**12**

**20**



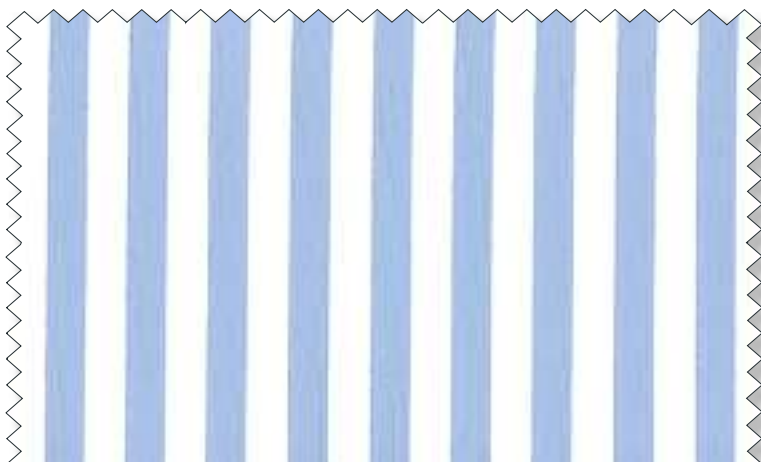
Stretch



Garment Washed

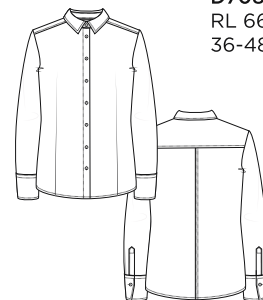
69% Cotton  
27% Polyamide  
4% Elastane

**6299**



**E**

REGULAR  
**D708 Ruby**  
RL 66  
36-48



**12**



Stretch

69% Cotton  
27% Polyamide  
4% Elastane





# Limited on Stock

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

# Get Your Greens

available from - 15.06 - 30.06.2023 - as long as stocks last

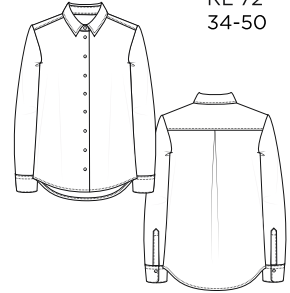
**7992**



  70% Cotton  
30% Lyocell

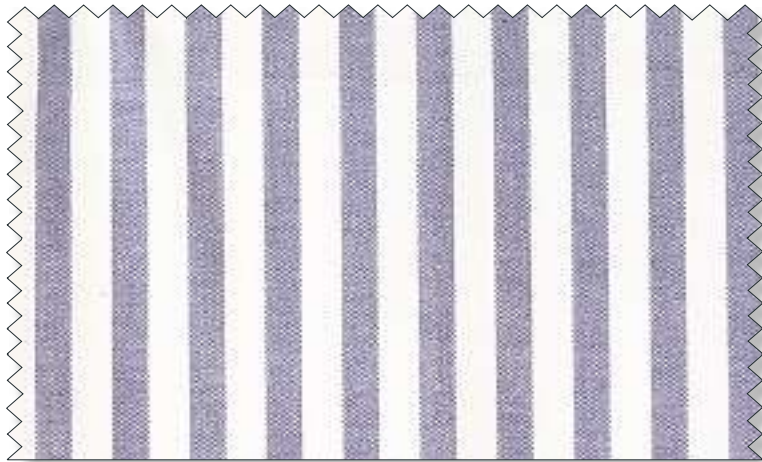
**F**

REGULAR  
**D935 Rita**  
RL 72  
34-50



19

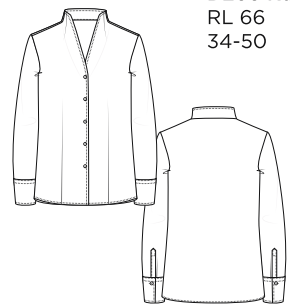
**6028**



  70% Cotton  
30% Lyocell

**F**

REGULAR  
**D266 Ruby**  
RL 66  
34-50



19

# Get Your Greens

available from - 15.06 - 30.06.2023 - as long as stocks last

**7978**



14

**E**

REGULAR  
**D780**  
RL 66  
34-50



**7971**



40

**F**

REGULAR  
**D935 Rita**  
RL 72  
34-50



# Timeless

available from - 15.07 - 31.07.2023 - as long as stocks last

7121



Easy Iron  
Garment Washed  
70% Cotton  
30% Lyocell

F

REGULAR  
D235 Rita  
RL 72  
34-50



14

6419



69% Cotton  
27% Polyamide  
4% Elasthan

E

REGULAR  
D279 Rita  
RL 67  
34-50



19

# Timeless

available from - 15.07 - 31.07.2023 - as long as stocks last

7283



F

OVERSIZE  
D212  
RL 78  
34-50



19

7338



F

LOOSE  
D246 Laura  
RL 70  
34-50



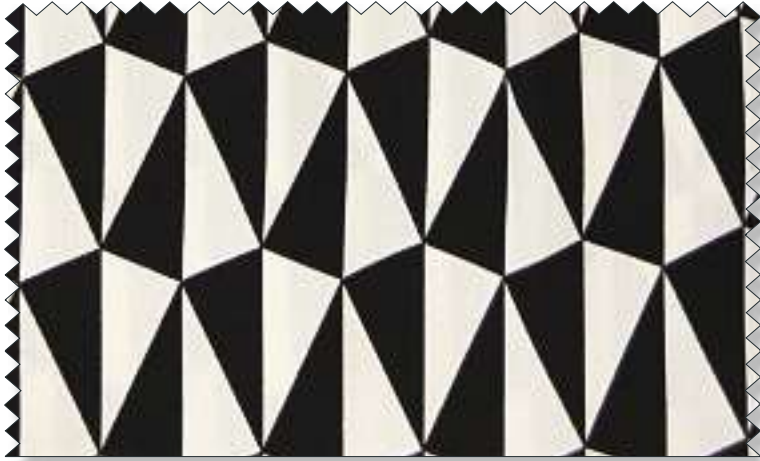
52



# Occasional

available from - 15.07 - 31.07.2023 - as long as stocks last

**7366**



**G**

REGULAR  
**D266 Ruby**  
RL 66  
34-50



**39**

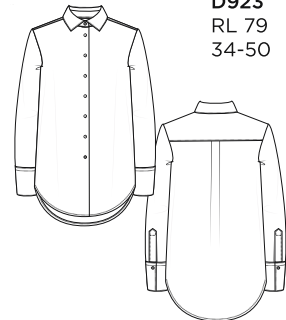
**7362**



100% Viscose

**F**

LOOSE  
**D923**  
RL 79  
34-50

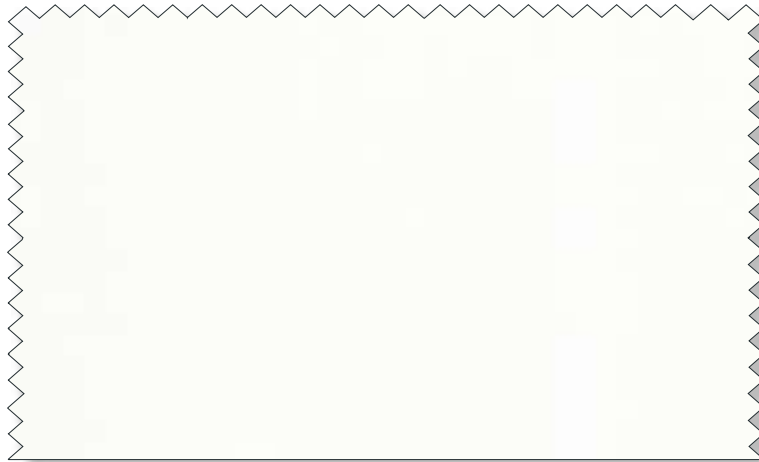


**39**

# Back to Business

available from - 15.07 - 31.07.2023 - as long as stocks last

5585



F

FITTED  
**DF18 Flora**  
RL 66  
34-46



00



95% Cotton  
5% Elastane

# Power & Depth

available from - 15.08 - 31.08.2023 - as long as stocks last

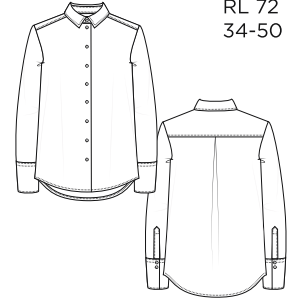
**7336**



100% Viscose

**F**

REGULAR  
**D247 Rita**  
RL 72  
34-50



84

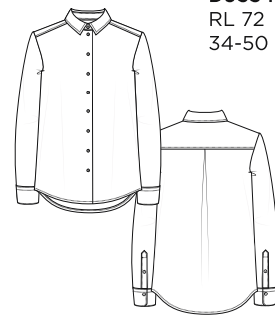
**7334**



100%  
Cotton

**F**

REGULAR  
**D935 Rita**  
RL 72  
34-50



84

# Power & Depth

available from - 15.08 - 31.08.2023 - as long as stocks last

5395

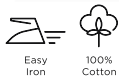


I

LOOSE  
**DS60 Laura**  
RL 78  
34-48



00



Easy  
Iron

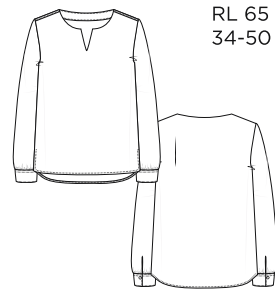
100%  
Cotton

7332



E

REGULAR  
**D255 Rita**  
RL 65  
34-50



29

100% Viscose





## Best in Class

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