

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 Kragen  
des eleganten  
Herren  
auch im  
Winter*

Herr Peter Lozchka

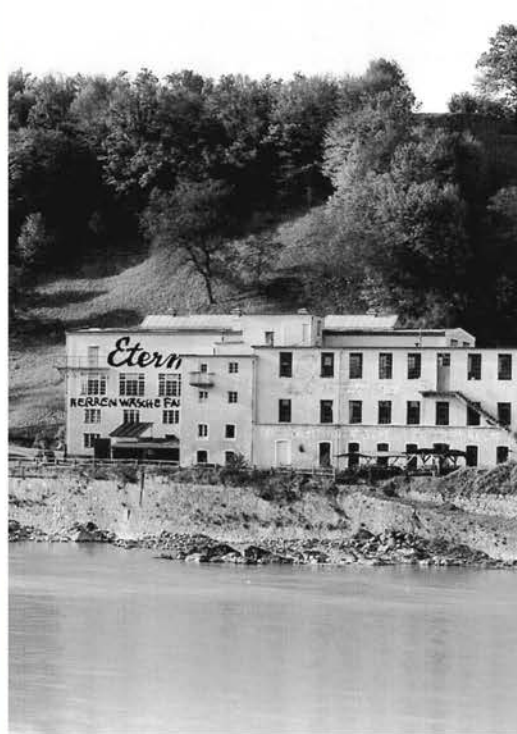
ELEGANT  
BEQUEM  
WIRTSCHAFTLICH

Photo Setzer-Wien

# 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 Nähart,  
die jeden Stich wie ausgezirkelt einsetzt.

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](https://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. The shirt is centered in the frame, with its sleeves hanging down. The background is a soft, out-of-focus green, suggesting foliage. The lighting is even, highlighting the texture of the fabric.

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.

# 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.

# 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.

# 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**.

# 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**.





# Fit Guide - Find your perfect Fit

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## 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.

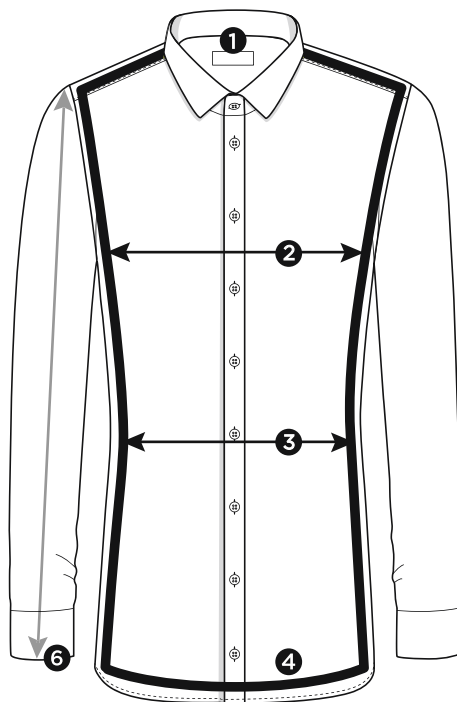


## ❸ Waist measurement

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

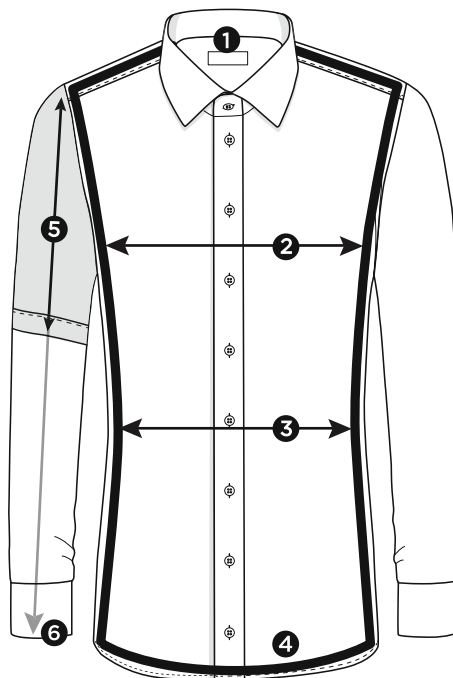
# Super Slim

Figure-Hugging.



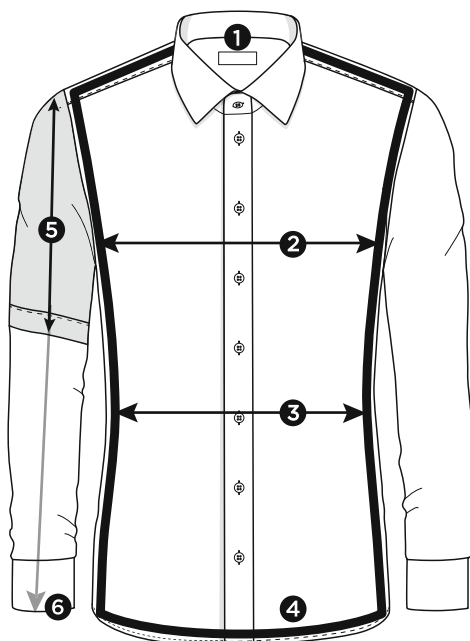
# Slim Fit

Narrow Fit.



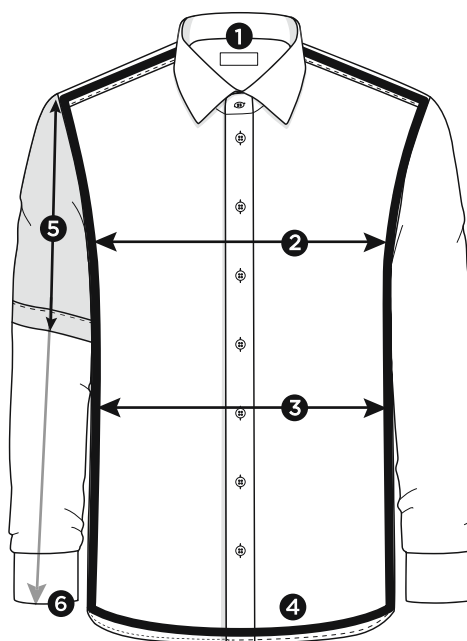
# Modern Fit

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 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	79	108 102 92 83	114 106 98 89	124 114 104 95	134 122 112 103	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 <sup>1</sup>	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 28 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

<sup>1</sup> available from Spring/Summer 2024.





# 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 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-length portrait of a man with short dark hair, looking slightly to his right. He is wearing a dark grey or black textured suit jacket over a white dress shirt and a dark blue tie with a subtle paisley pattern. His hands are in his pockets, and he is wearing a brown leather belt. The background is a plain, light-colored wall.

# Original Shirt

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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

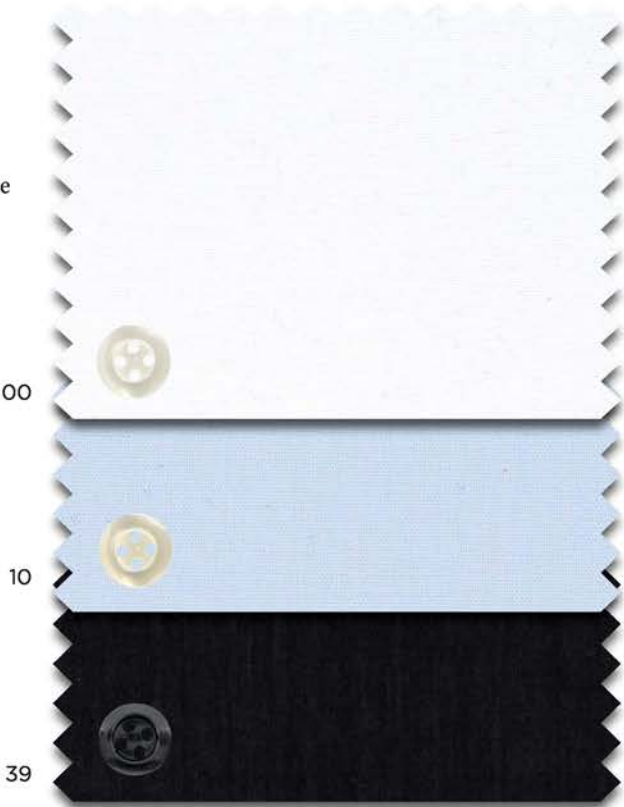
Art. 1100 **B**

**Slim Fit**  
37-46

**Modern Fit**  
37-46, 48

**Comfort Fit**  
38-50, 52, 54

Masterpiece



F170

C19K  1/2  
X19K   
X18K

K19K<sup>2</sup>  1/2  
E19K   
E17K

F170<sup>1</sup>

C19K  1/2  
X19K 

K19K<sup>2</sup>  1/2  
E19K<sup>2</sup> 

F170<sup>1</sup>

C19K  1/2  
X19K 

K19K<sup>2</sup>  1/2  
E19K<sup>3</sup> 

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

<sup>1</sup> sizes 37-44  
<sup>2</sup> sizes 39-50, 52, 54  
<sup>3</sup> sizes 40-50, 52, 54



A full-body photograph of a man with dark hair and a serious expression, looking directly at the camera. He is wearing a crisp white long-sleeved button-down shirt and dark brown or black trousers. His left arm is crossed over his chest, and a large, detailed black tattoo of a snake and floral patterns is visible on his right forearm. The background is a plain, light-colored wall.

# Cover Shirt

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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<sup>1</sup>

21

Z182

F182

50

F182

10

Z182

F182<sup>1</sup>

14

F182

19

F182

39

Z182

F182<sup>1</sup>

<sup>1</sup> 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 	X18K	E19K' 
21			X18K	E19K' 
50			X18K	E19K 
10		C19K 1/2 	X18K	E19K' 
14			X18K	E19K' 
19			X18K	E19K 
35			X18K	E19K' 
39			X18K	E19K 

<sup>1</sup> sizes 40-50, 52, 54



# Button Down

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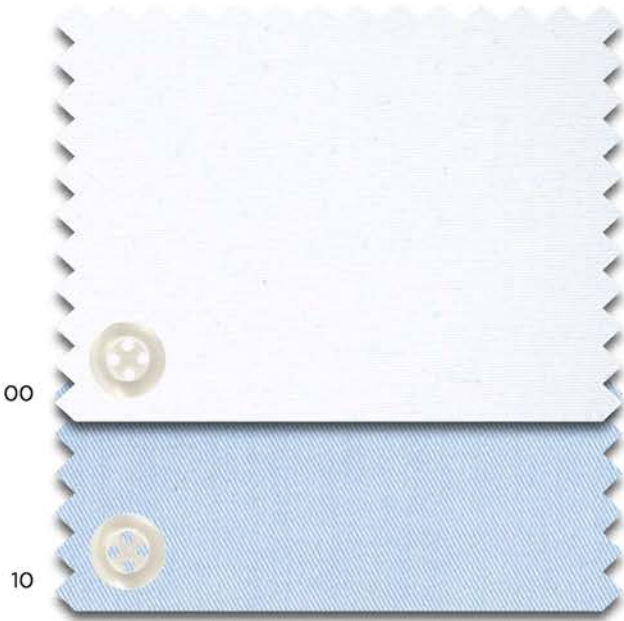
The Button Down collar is our casual business collar. Its fixed buttons at the collar tips ensure a perfect fit, even without collar stays. It can be worn open or closed, with or without a tie, suitable for both business and casual occasions. Pair it with a slim club tie, blazer and chinos for a perfect 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

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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

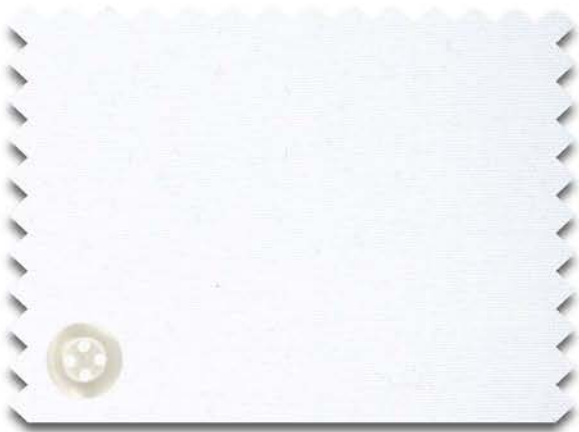
Art. 8817 

**Slim Fit**  
38-44

**Modern Fit**  
38-46, 48

**Comfort Fit**  
40-50, 52, 54

00



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.

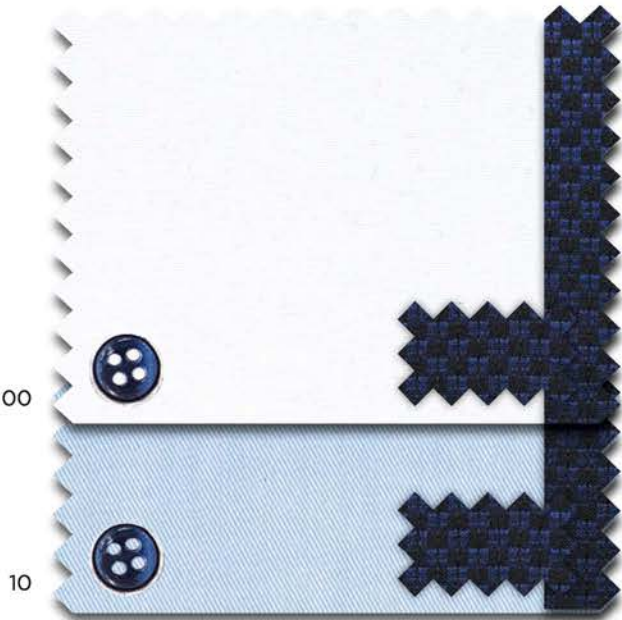
# Cover Shirt

Art. 8819 ©

**Slim Fit**  
38-44

**Modern Fit**  
38-46, 48

**Comfort Fit**  
40-50, 52, 54



F142

X15V

E15V

F142

X15V

E15V<sup>1</sup>

<sup>1</sup> 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.

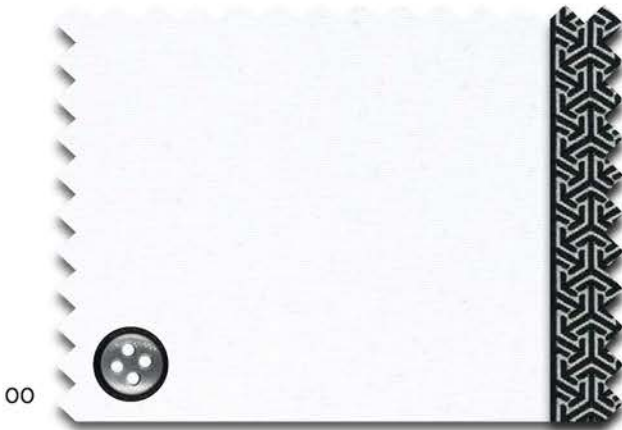
# Cover Shirt

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 dark 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.

# Performance Shirt

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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



F170

X18K

F170

X18K

F170

X18K

F170

X18K

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. He has a patterned pocket square in his jacket and is standing with his left hand in his pocket. The background is a plain, light-colored wall.

# 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



CO<sub>2</sub>  
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

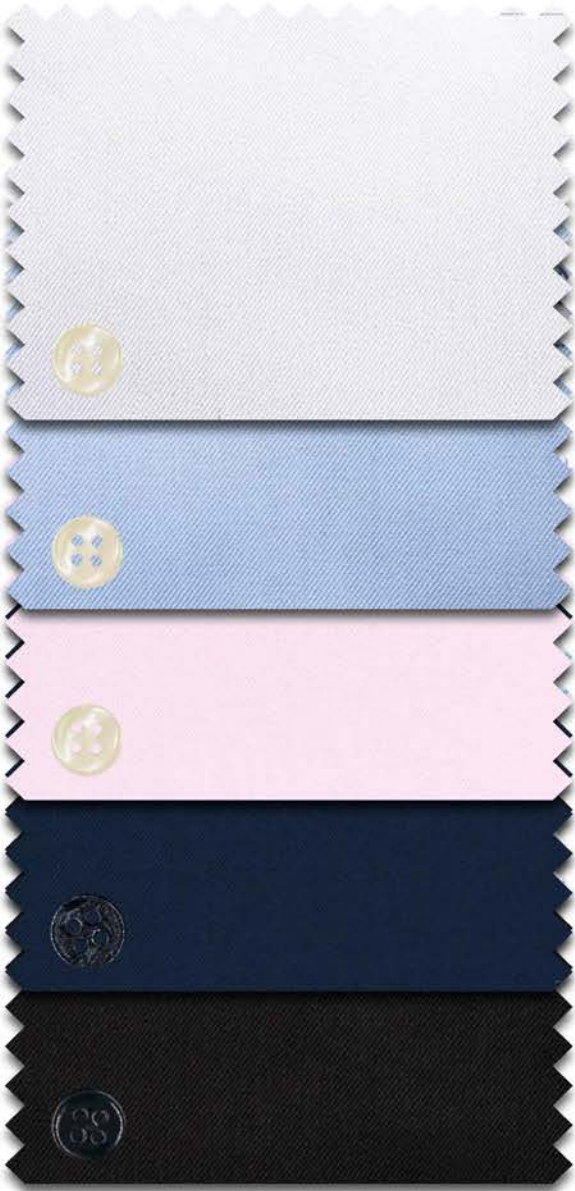
F682

X687

39

F682

X687





# Luxury Contrast Details

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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

00



F640

X647

E647

13



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

00



F659

X659

20



F659

X659



A man with dark hair and a light complexion is standing next to a white rectangular pedestal. He is wearing a white long-sleeved button-down shirt with gold buttons and light beige trousers. His left hand is in his pocket, and he is wearing a dark watch with a leather strap. The background is a light-colored wall with a white door frame visible on the left.

# 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



CO<sub>2</sub>  
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

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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

02



FS42

XS42

13



FS42

XS42

A full-body photograph of a man with short brown hair, looking directly at the camera. He is wearing a dark navy blue long-sleeved button-down shirt with the sleeves rolled up, and dark trousers with a subtle pattern. The background is a light-colored wall with a white door frame on the left.

# Jersey Shirt

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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



CO<sub>2</sub>  
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.

# Jersey Shirt

Art. 2159 

**Slim Fit**  
38-44

**Modern Fit**  
39-46, 48



YS82

JS82

YS82

JS82

YS82

JS82

A full-length photograph of a man with dark skin and short dark hair, standing in a doorway. He is wearing a white long-sleeved button-down shirt with the sleeves rolled up, and light-colored trousers. He has his hands in his pockets and is looking directly at the camera. The background is a white wall and a wooden floor.

# 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



CO<sub>2</sub>  
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

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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.

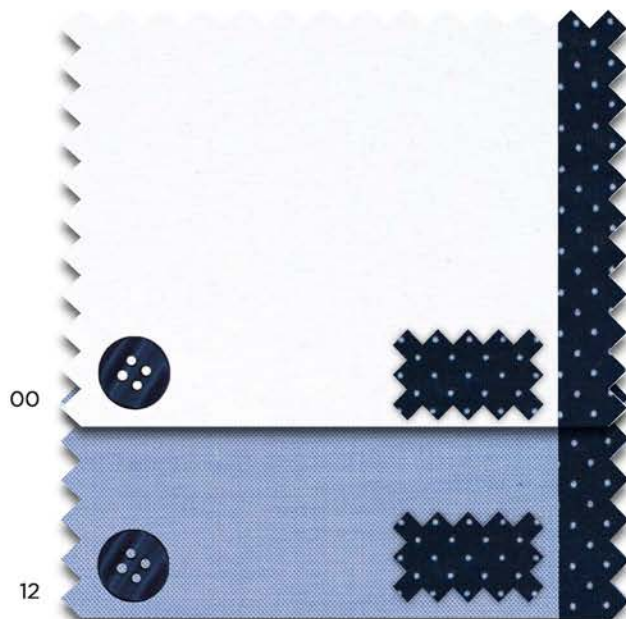


# Business Additional

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

F132

C13K

K137

X13K

E137

F132<sup>1</sup>

C13K

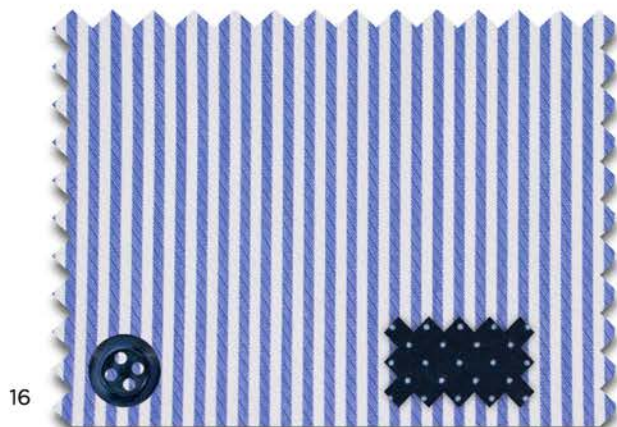
K137

X13K

E137

## Striped

Art. 8992 (B)



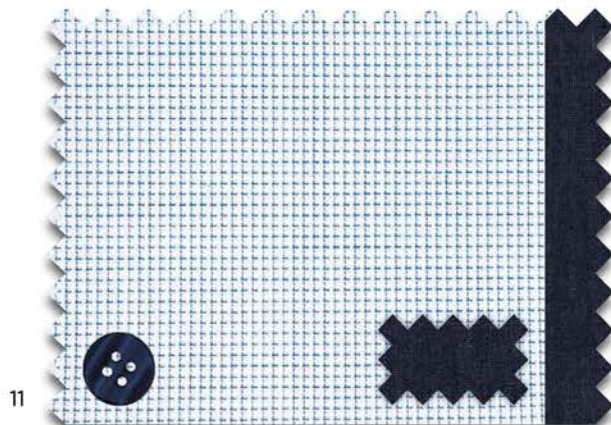
F140<sup>2</sup>

X14P

E15P

## Structured

Art. 4671 (B)



F142<sup>2</sup>

C14P

K147

X14P

E147

<sup>1</sup> sizes 38-46

<sup>2</sup> 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.

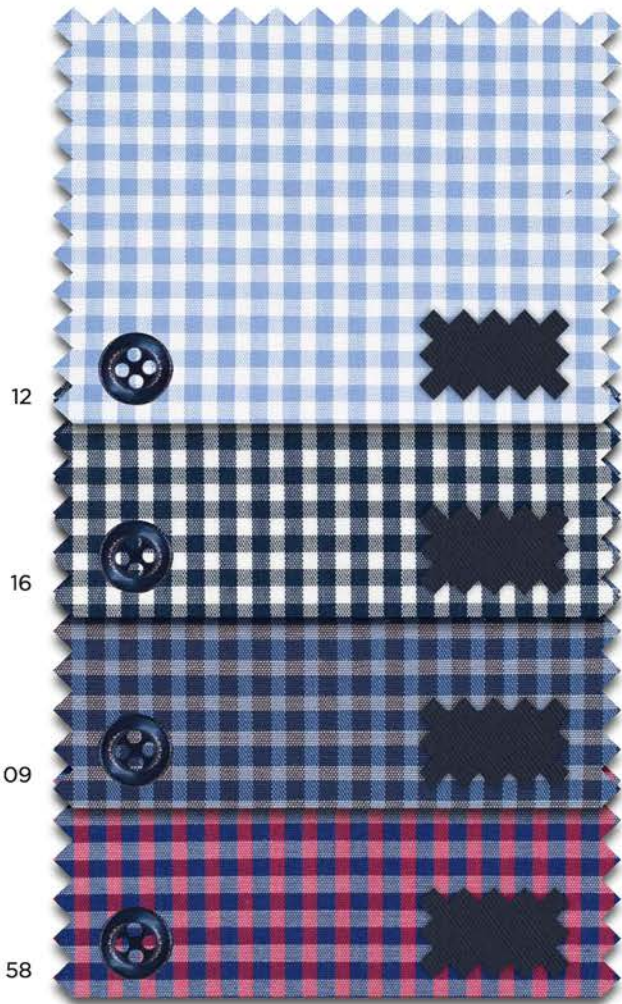


# Vichy Check

Art. 8913 **(B)**

**Modern Fit**  
38-46, 48

**Comfort Fit**  
40-50, 52, 54



X146 ☐

E146 ☐

X146 ☐

E146 ☐

X146 ☐

E146 ☐

X146 ☐

E146 ☐

A man with dark hair and a serious expression is sitting on a white geometric block. He is wearing a light gray, long-sleeved button-down shirt with a subtle diagonal twill texture. His right hand is on his hip, and his left hand is resting on his knee. The background is a plain, light gray wall.

# 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.



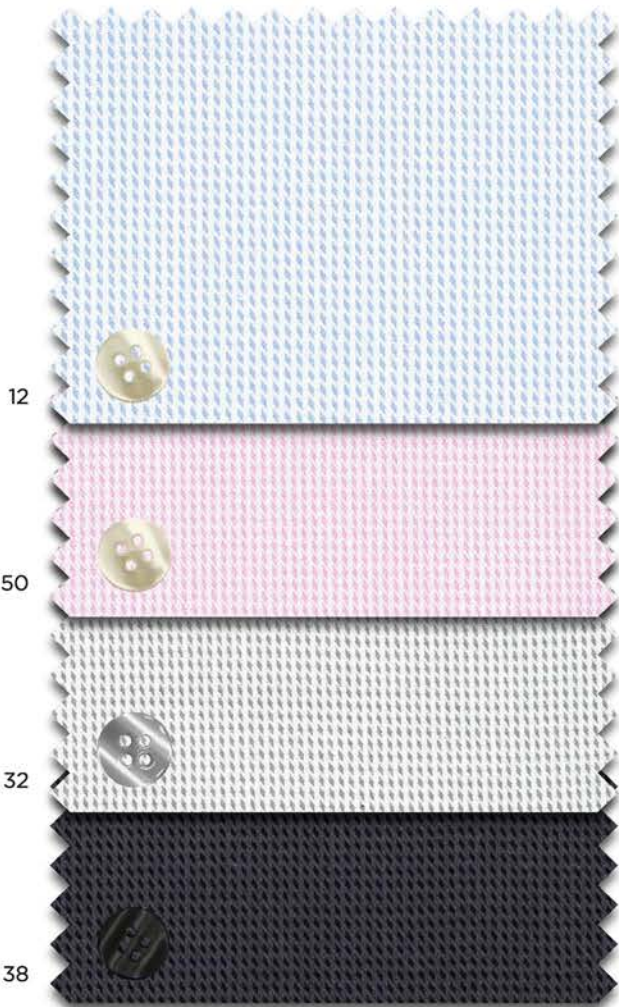
# Structured Twill

Art. 3116 ©

**Slim Fit**  
38-44

**Modern Fit**  
38-46, 48

**Comfort Fit**  
40-50, 52, 54



F159

X169 ☐

E169 ☐

X169 ☐

X169 ☐

E169 ☐

F159

X169 ☐

E169<sup>1</sup> ☐

<sup>1</sup> sizes 40-48





# Luxury Twill

---

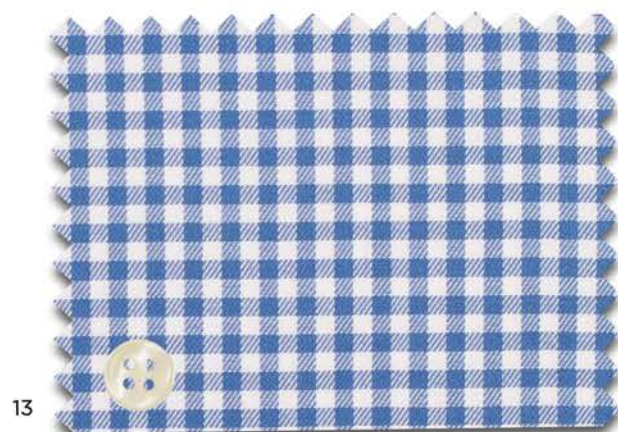
Complete your elevated business wardrobe with our classic dressings, featuring uncompromising quality and premium standards. The tonal and tasteful details add a touch of perfection and superiority to your elegant business attire. Made from **100% cotton** in **Two Ply** construction, these shirts are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

1863  
— by —  
ETERNA



## Check

Art. 8128 **(D)**



**Slim Fit**

38-44

**Modern Fit**

39-46, 48

**Comfort Fit**

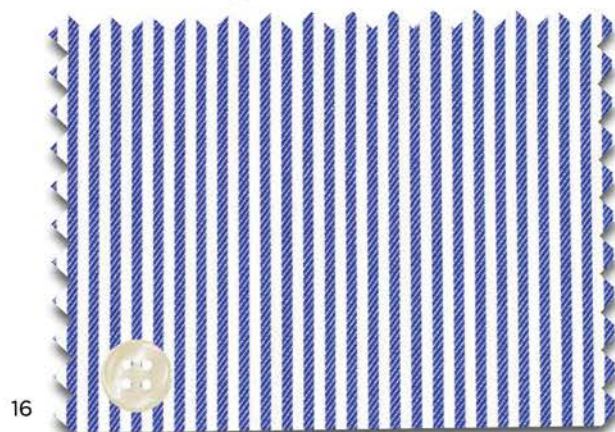
40-50

F682

X682

## Striped

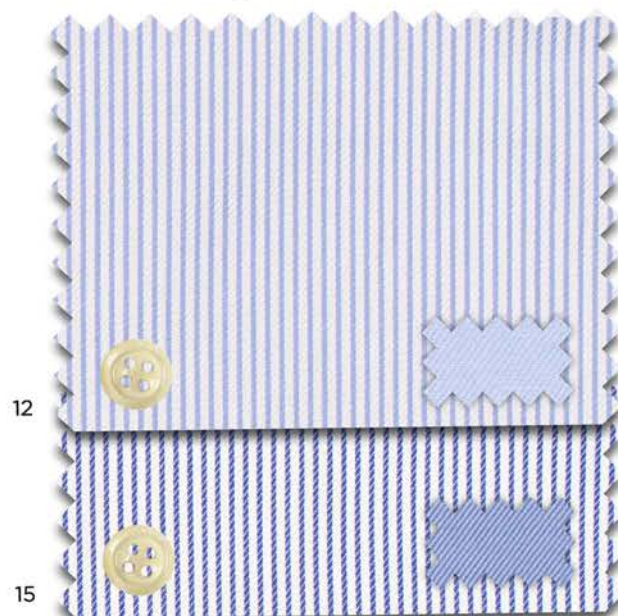
Art. 3961 **(D)**



F682

X682

Art. 8175 **(D)**



F69K

X69K

F69K

X69K

E69K





# Soft Luxury Twill

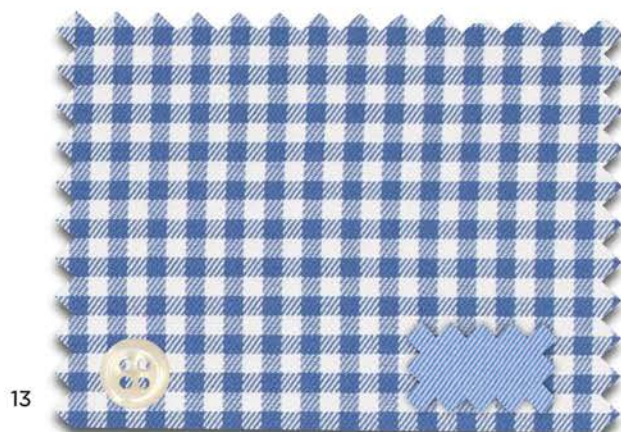
---

Made from **100% cotton Two Ply** fabric, these shirts are a modern addition to your relaxed business wardrobe: classic dessins 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**

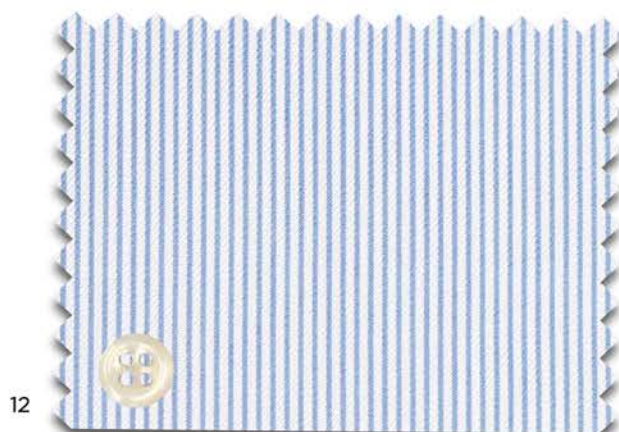
38-46, 48

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

F182<sup>1</sup>

F182

C

C

00



F482

X48V

D

00

21



F392<sup>2</sup>

F392<sup>2</sup>

D

D

<sup>1</sup> nur in den Größen 38-46

<sup>2</sup> 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

00



F659

X659



166/39  
OLLE



9970/39



200/00





# Wing Collar

---

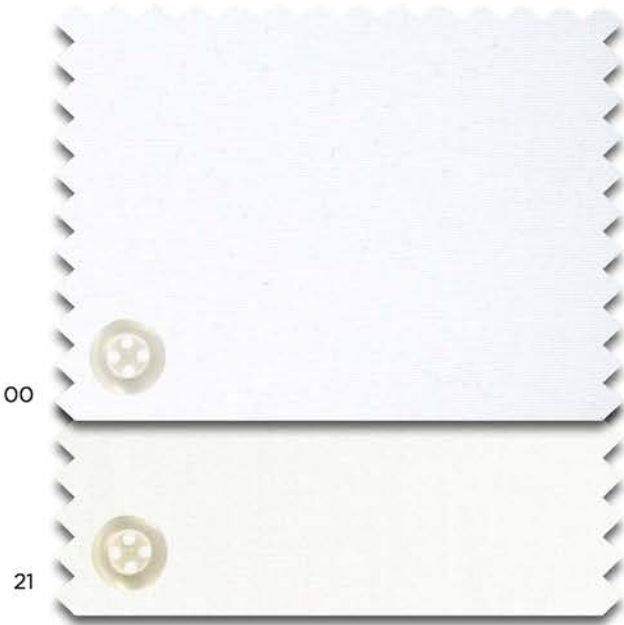
For the ultimate in formalwear, the wing collar, also known as a French collar, is the perfect choice. Designed for special occasions, it is ideal for white-tie events where formal attire like a tuxedo or a tailscoat is required, although it also adds sophistication to any other kind of suit. Wing collars 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

X18K

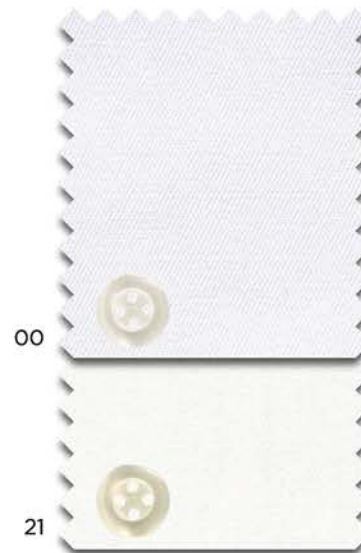
**Comfort Fit**  
39-48

E19K ☐

68 cm

## Cover Shirt

Art. 8817 (D)



**Modern Fit**  
38-46, 48

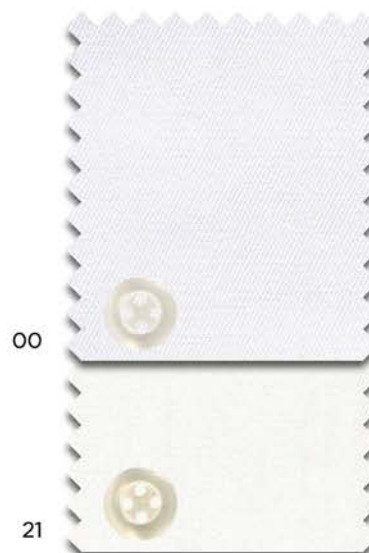
X367

X367

70 cm <sup>1</sup>

## 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

X18K

X18K

**Comfort Fit**  
40-48

E19K ☐

<sup>1</sup> available from Spring/Summer 2024.

68 cm

Original Shirt

Art. 1100 (B)



Modern Fit  
38-46, 48

X19K

Cover Shirt

Art. 8817 (C)



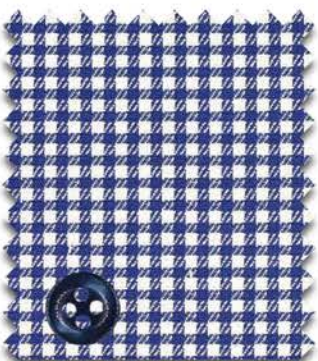
Modern Fit      Comfort Fit  
38-46, 48      40-48

X18K      E19K

X18K      E19K

Vichy Check

Art. 8913 (B)



Modern Fit  
38-46, 48

X146

Uni Pinpoint

Art. 8100 (C)



Modern Fit      Comfort Fit  
38-46, 48      40-48

X13K

X13K      E137

Structured

Art. 4671 (B)



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

**Modern Fit**

38-46, 48

**Comfort Fit**

40-48

F140

X149

E149

F140

X149

E149

F18P

X18P

E18E<sup>1</sup>

X15K

E15K

X15K

E15K

<sup>1</sup> 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

F170

X19K

E19K

F170

X19K

E19K

F170

X19K

E19K

Art. 1303



X15K

E15K

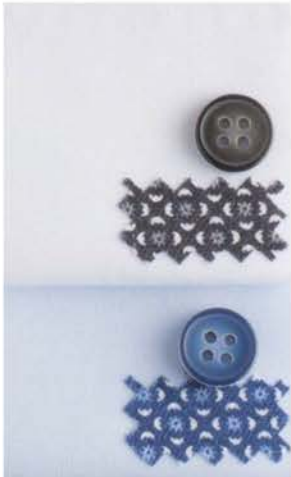
Art. 4002



X18K

E19K

Art. 4060



F14P

X14P

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

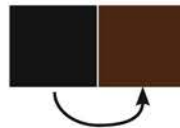
---

90-110 cm  
(in 5 cm increments)



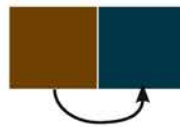
650/39 Reversible belt  
32 mm

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



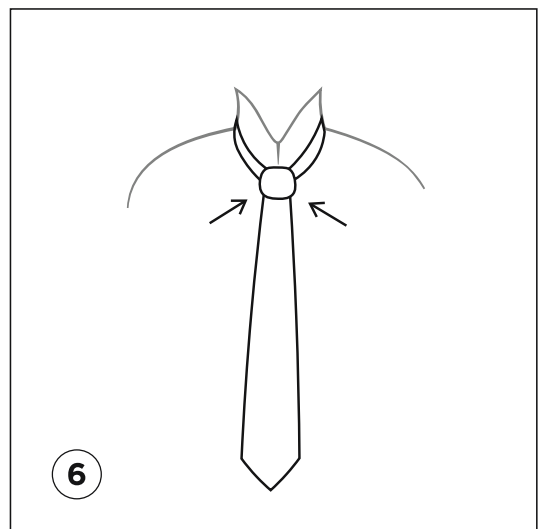
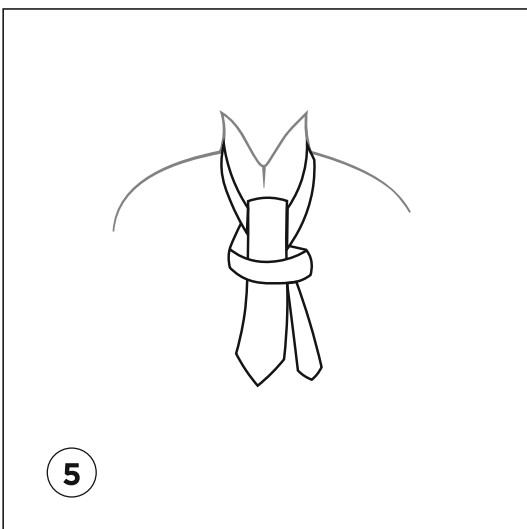
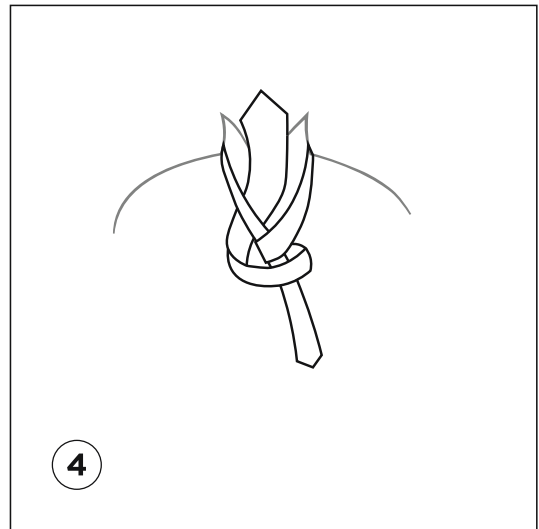
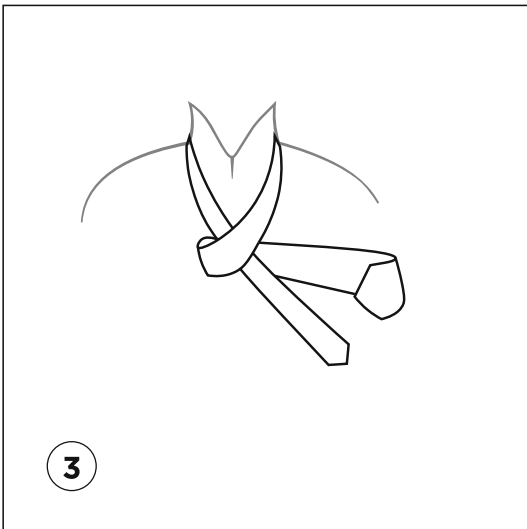
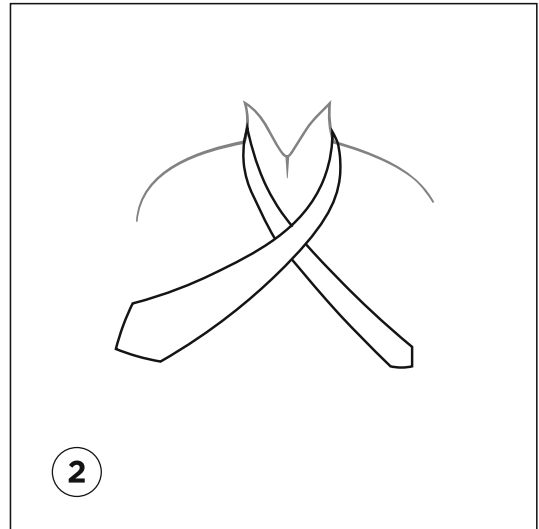
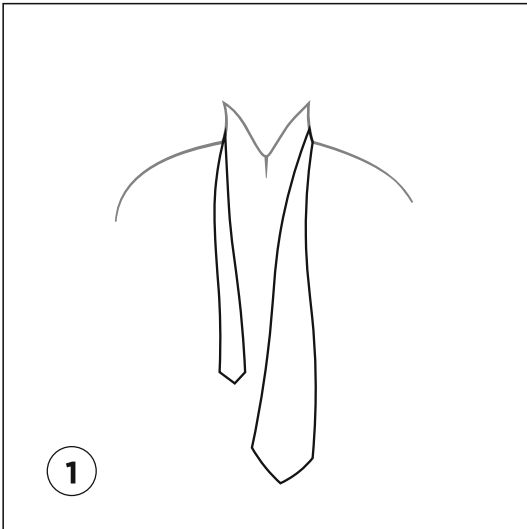


# How to Tie a Tie

---

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

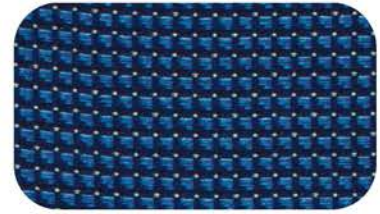
---

100% Silk

6 cm



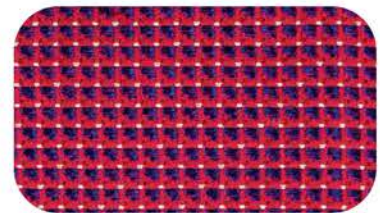
9029/55



9504/15



9029/58



9504/55



9029/35



9504/39



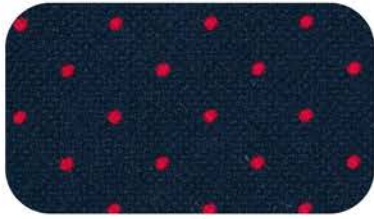
9029/39

# Ties

---

100% Silk

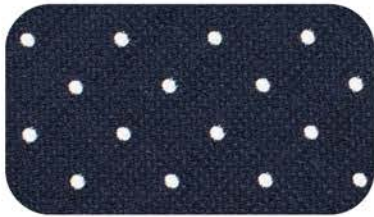
**7.5 cm**



9026/15



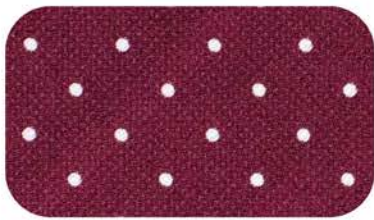
9716/19



9026/19



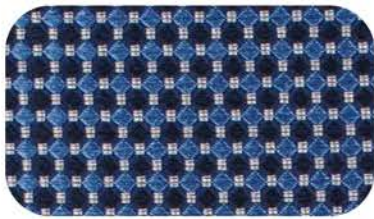
9716/57



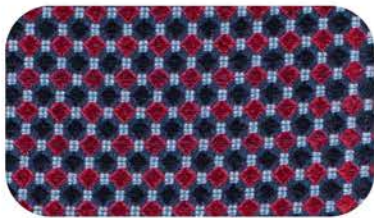
9026/58



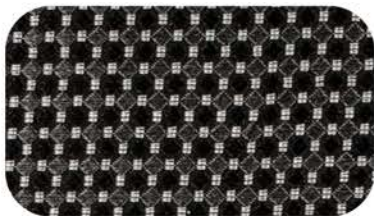
9716/39



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.

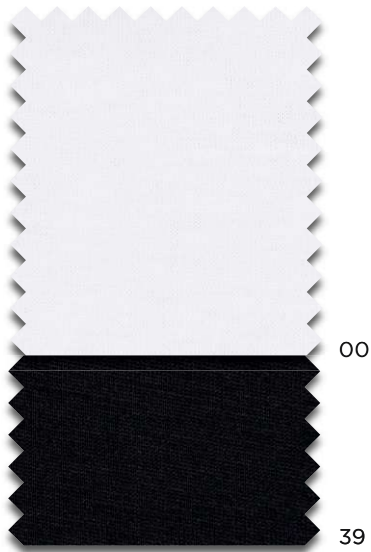
Comfortable, easy to wear, and can be dressed up or down, making them perfect for many occasions.

# 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

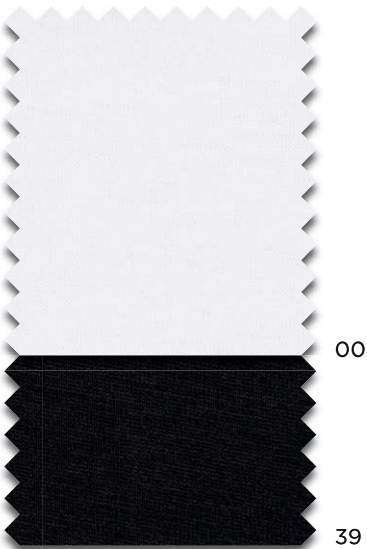


Art.: 811 TOSO  
Bodyshirt, V-Neck  
Size: S-XXL  
Colour: 0/39

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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1863  
— by —  
ETERNA

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 —  
E T E R N A



## 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 ER NA



# Contacts

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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](mailto:nationalsales@eterna.de)

Monday to Thursday  
from 09.00 to 16.00 and on  
Friday from 09.00 to 14.00.

## NATIONAL

### AGENTS:



[unternehmen.eterna.de/kontakt](https://unternehmen.eterna.de/kontakt)

## INTERNATIONAL

### SALES DEPARTMENT:

Phone.: +49 851 98 16 - 599  
Fax: +49 851 98 16 - 467  
Mail: [internationalsales@eterna.de](mailto: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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Court of registration: Passau  
Commercial register number: HRB 6989  
CEO: Henning Gerbaulet

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