



MENSWEAR
AUTUMN/WINTER 2024

Lookbook

ET ERNA

Preppy please

1863
— by —
ETERNA

A premium statement of the current collection: the new preppy look. Striking twill stripes on high-quality two-ply in royal blue, accompanied by a wide club tie with woven motif. The light combination gives an elegant, fresh, and classic look.





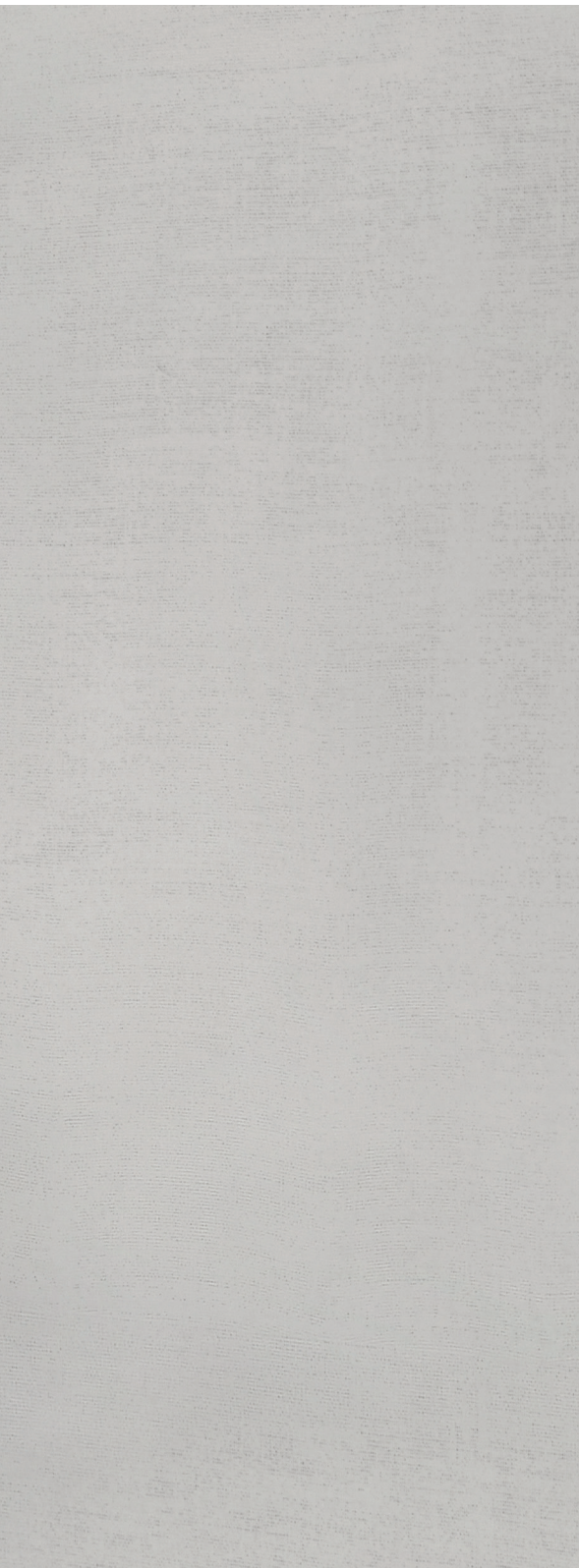




Luxury Feeling

The classic looks are gaining in value and a new tailoring aspect. The elegance is relaxed, not stiff. Extravagant details and accessories are allowed, while the waist sits a little higher and a new silhouette is created.





Best Performer



High
Stretch



Non
Iron



Natural
Cotton



Eco-
Friendly



Travel-
Friendly

In classic style, tradition and modernity merge through innovative fabrics and functionality. Our new development, a 4-way stretch quality based on cotton, combines high-quality natural fibers with freedom of movement and the core DNA of wrinkle-freedom. A promising potential.



Performance Shirt



Performance Shirt



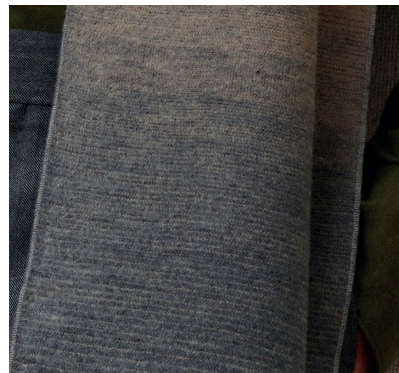
More Class



Luxury & Cosiness

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Warm, soft fabric textures,
but still dressed up.







Retro Vibes

New retro influences bring excitement to classic segments through colors, patterns, and combinations. Cognac, brown, and tobacco in warm tones are crucial, as well as corduroy and denim. Overshirts become more voluminous and sometimes boxier in silhouette.









Nostalgic Flair

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The retro romance is reflected in expressive floral prints that are printed masculinely on denim or corduroy. This creates exciting effects and textures.





New Work Wear

An premium overshirt in a clean work-wear style made of super-soft peach-finished cotton-stretch quality.

Elegant. Simple. Exclusive.

Pure Elegance

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The two-ply twill of the highest premium quality in 100% cotton ensures a harmonious blend of smoothness, structure, and subtle shine and is also wrinkle-free.







Premium 1186/14 F682



Premium 1186/14 F682



1178/26 F182



1178/26 F182



4207/27 F170



4194/07 F182



4194/07 F182



1179/00 F170



Premium
2394/46 XR82
178/48 LUIS



4396/54 F170



2341/73 F170



Premium
371/27 HAIO
2208/17 XO7K



Premium 2150/15 FS82



Premium 2103/25 XS82



Premium 4390/17 XR82



Premium
4390/17 XR82
2206/22 XS1S



Premium 1188/11 X687

Meisterhaft
seit
1863.