



Overview

NEVER OUT OF STOCK
MEN

ET ER NA

[illegible]

CLASS. KENT	1/1	F140	✓				✓	✓	✓	✓				
	1/1	F159	✓				✓	✓						
	1/1	F170	✓				✓	✓						
	1/1	F640	✓				✓	✓	✓					
	1/1	F69K	✓				✓	✓	✓					

A line drawing of a shirt collar and placket. The collar is a simple pointed collar. The placket is the strip of fabric that holds the buttons. It has a single button visible. The drawing is a top-down view of the collar area.

A line drawing of a shirt collar and a tie. The tie has a small, dark, diamond-shaped pattern near the top knot and a larger, dark, diamond-shaped pattern further down.

A line drawing of a shirt collar and placket. The collar is a simple pointed collar. The placket is a vertical strip of fabric with two buttons. The top button is positioned at the base of the collar, and the bottom button is positioned further down the placket.

A line drawing of a shirt collar and the top of a buttoned placket. The collar is a simple pointed style. The placket is centered and has a single button visible. The drawing is a technical illustration showing the basic structure of the garment's upper front.

[illegible][illegible]

Comfort Fit

[illegible]

Art. 1100
Original Shirt

B



Masterpiece
00



SF F170
37-46 KENT

MF C19K
37-46, 48 KENT

CF K19K
39-50, 52, 54 KENT

MF X19K
37-46, 48 KENT

CF E19K
38-50, 52, 54 KENT

MF X18K
37-46, 48 KENT

CF E17K
38-50, 52, 54 KENT

10



SF F170
37-44 KENT

MF C19K
37-46, 48 KENT

CF K19K
39-50, 52, 54 KENT

MF X19K
37-46, 48 KENT

CF E19K
38-50, 52, 54 KENT

39



SF F170
37-44 KENT

MF C19K
37-46, 48 KENT

CF K19K
39-50, 52, 54 KENT

MF X19K
40-48 KENT

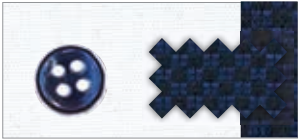
+68 CF E19K
38-50, 52, 54 KENT

Art. 8819
Cover Shirt

C



00



SF F142
38-44 CUTAWAY

MF X15V
38-46, 48 CUTAWAY

CF E15V
40-50, 52, 54 CUTAWAY

10



SF F142
38-44 CUTAWAY

MF X15V
38-46, 48 CUTAWAY

CF E15V
48-50 CUTAWAY

00

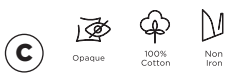


SF F182
38-44 CUTAWAY
WITHOUT
COLLAR
PATCH

MF X17V
38-46, 48 CUTAWAY
WITHOUT
COLLAR
PATCH

CF E18V
40-48 CUTAWAY
WITHOUT
COLLAR
PATCH

Art. 8817
Cover Shirt

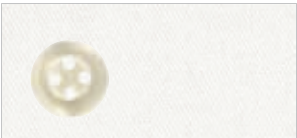


Masterpiece
00



SS Z182 36-44	SF F182 37-46 38-46	MF C19K 38-46, 48	CF E19K 40-50, 52, 54	+59 68 72
CUTAWAY	CUTAWAY			
	SF F362 37-44	MF X17U 38-46, 48		
	WING	B.D.		
		MF X362 38-46, 48		
		WING		
		MF X18K 38-46, 48	+59 68 72	
		KENT		

21



SS Z182 36-44	SF F182 38-44	MF X18K 38-46, 48	CF E19K 40-50, 52, 54	
CUTAWAY	CUTAWAY	KENT	KENT	
Celebration:	SF F362 37-44	MF X362 38-46, 48	CF E387 40-50, 52, 54	(D) DOUBLE CUFF FLY FRONT
	WING	WING		
	SF F482 38-44	MF X392 38-46, 48		
	CUTAWAY DOUBLE CUFF	WING		
	SF F392 37-44	MF X367 38-46, 48	+68 (D) DOUBLE CUFF	CF E49E 40-50, 52, 54
	CUTAWAY DOUBLE CUFF FLY FRONT			(D) DOUBLE CUFF
	38-46	+70 MF X48V 38-46, 48	(D) CUTAWAY DOUBLE CUFF	

50



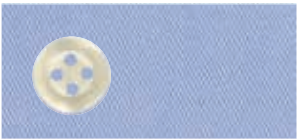
SF F182 38-44	MF X18K 38-46, 48	CF E19K 40-48	KENT
CUTAWAY	KENT		

10



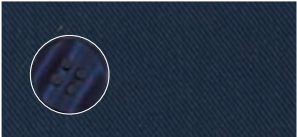
SS Z182 36-44	SF F182 38-46	MF C19K 38-46, 48	CF E19K 40-50, 52, 54	+68
CUTAWAY	CUTAWAY	KENT	KENT	
		MF X17U 38-46, 48	CF E19L 40-48	
		B.D.	B.D.	
		MF X18K 38-46, 48	+68 72	
		KENT		

14



SF F182 38-44	MF X18K 38-46, 48	CF E19K 40-50, 52, 54	KENT
CUTAWAY	KENT		

19



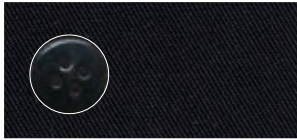
SF F182 38-44	MF X18K 38-46, 48	CF E19K 40-48	KENT
CUTAWAY	KENT		

35



MF X18K 38-46, 48	CF E19K 40-50, 52, 54	KENT
KENT		

39



SS Z182 36-44	SF F182 38-46	MF X18K 38-46, 48	CF E19K 40-48	KENT
CUTAWAY	CUTAWAY	KENT		

Art. 3377
Performance Shirt



70% Lyocell
26% Polyamide
4% Elastane

00



SF F170
38-44

KENT

MF X18K
38-46, 48

KENT

19



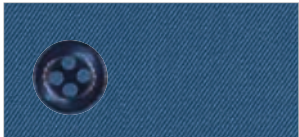
SF F170
38-44

KENT

MF X18K
38-46, 48

KENT

07



SF F170
38-44

KENT

MF X18K
38-46, 48

KENT

35



SF F170
38-44

KENT

MF X18K
38-46, 48

KENT

Masterpiece

39



SF F170
38-44

KENT

MF X18K
38-46, 48

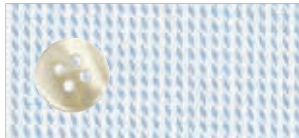
KENT

Business
Additional

Art. 3116
Structured Twill



12



SF F159
38-44

KENT

MF X169
38-46, 48

KENT

CF E169
40-50, 52, 54

KENT

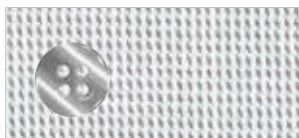
50



MF X169
38-46, 48

KENT

32



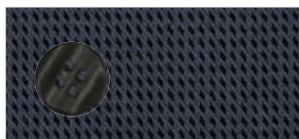
MF X169
38-46, 48

KENT

CF E169
40-50, 52, 54

KENT

38



SF F159
38-44

KENT

MF X169
38-46, 48

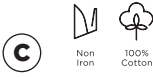
KENT

CF E169
40-48

KENT

Business
Additional

Art. 8100
Oxford



00



12



SF F132
37-46 CUTAWAY

MF C13K
38-46, 48

1/2 KENT

CF K137
40-50, 52, 54

1/2 KENT

MF X13K
38-46, 48

KENT

+68

CF E137
40-50, 52, 54

KENT

+68

SF F132
37-46 CUTAWAY

MF C13K
38-46, 48

1/2 KENT

CF K137
40-50, 52, 54

1/2 KENT

MF X13K
38-46, 48

KENT

+68

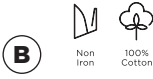
CF E137
40-48

KENT

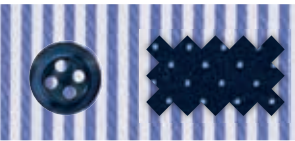
+68

Business
Additional

Art. 8992
Striped



16



SF F140
38-44 KENT

MF X14P
38-46, 48

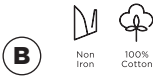
KENT

CF E15P
40-50, 52, 54

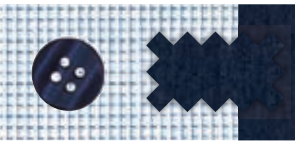
KENT

Business
Additional

Art. 4671
Structured



11



SF F142
38-44 CUTAWAY

MF C14P
38-46, 48

1/2 KENT

CF K147
40-50, 52, 54

1/2 KENT

MF X14P
38-46, 48

KENT

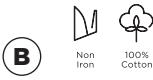
+68

CF E147
40-50, 52, 54

KENT

Business
Additional

Art. 8913
Vichy Check



12



MF X146
38-46, 48

B.D.

CF E146
40-50, 52, 54

B.D.

16



MF X146
38-46, 48

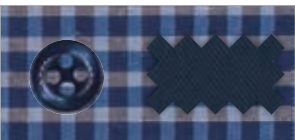
B.D.

+68

CF E146
40-50, 52, 54

B.D.

09



MF X146
38-46, 48

B.D.

CF E146
40-50, 52, 54

B.D.

58



MF X146
38-46, 48

B.D.

CF E146
40-50, 52, 54

B.D.

1863
by
ETERNA

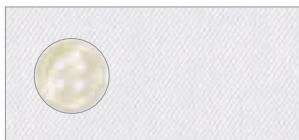
Art. 3850 Soft Luxury Shirt

(D)



Masterpiece

02



SF FS82
38-44

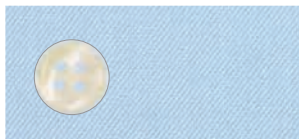
CUTAWAY

MF XS82
38-46, 48

CUTAWAY

Masterpiece

10



SF FS82
38-44

CUTAWAY

MF XS82
38-46, 48

CUTAWAY

50



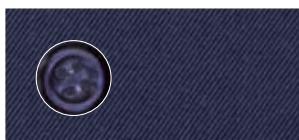
SF FS82
38-44

CUTAWAY

MF XS82
38-46, 48

CUTAWAY

19



SF FS82
38-44

CUTAWAY

MF XS82
38-46, 48

CUTAWAY

02



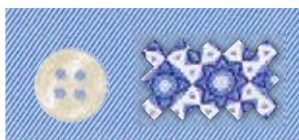
SF FS42
38-44

CUTAWAY

MF XS42
38-46, 48

CUTAWAY

13



SF FS42
38-44

CUTAWAY

MF XS42
38-46, 48

CUTAWAY

1863
by
ETERNA

Art. 2159 Jersey Shirt

(D)



00



SF YS82
38-44

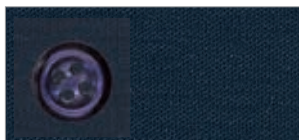
CUTAWAY

MF JS82
38-46, 48

CUTAWAY

Masterpiece

19



SF YS82
38-44

CUTAWAY

MF JS82
38-46, 48

CUTAWAY

39



SF YS82
38-44

CUTAWAY

MF JS82
38-46, 48

CUTAWAY

1863
by
ETERNA

Art. 2355 Linen Shirt



Masterpiece

00



SF FS82
38-44

CUTAWAY

MF XS82
38-46, 48

CUTAWAY

(D)

MF XS7S
38-46, 48

STAND-UP

(E)



Art. 8005
Luxury Shirt



Masterpiece

00



SF F682
38-46

CUTAWAY

MF X687
38-46, 48

KENT

CF E687
40-50

KENT

Masterpiece

10



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



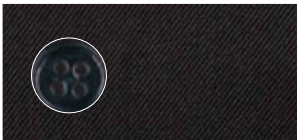
SF F682
38-46

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



SF F640
38-44

KENT

MF X647
38-46, 48

KENT

Art. 8218
Luxury Shirt



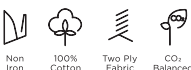
SF F659
38-44

KENT
DOUBLE CUFF

MF X659
38-46, 48

KENT
DOUBLE CUFF

Art. 8005
Luxury Shirt



00



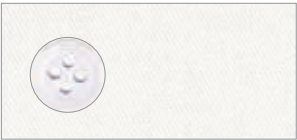
SF F659
38-44

KENT
DOUBLE CUFF
OPEN PLACKET

MF X659
38-46, 48

KENT
DOUBLE CUFF

20



SF F659
38-44

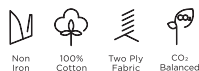
KENT
DOUBLE CUFF
OPEN PLACKET

MF X659
38-46, 48

KENT
DOUBLE CUFF

1863
by
ETERNA

Art. 8128
Luxury Twill, Check



Business
Additional



13

SF F682
38-44

CUTAWAY

MF X682
38-46, 48

CUTAWAY

1863
by
ETERNA

Art. 3961
Luxury Twill, Striped



Business
Additional



16

SF F682
38-44

CUTAWAY

MF X682
38-46, 48

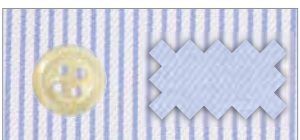
CUTAWAY

1863
by
ETERNA

Art. 8175
Luxury Twill, Striped



Business
Additional



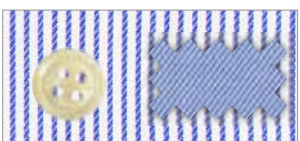
12

SF F69K
38-44

KENT

MF X69K
39-46, 48

KENT



15

SF F69K
38-44

KENT

MF X69K
39-46, 48

KENT

CF E69K
40-50

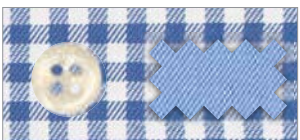
KENT

1863
by
ETERNA

Art. 2416
Soft Luxury Twill, Check



Business
Additional



13

SF FS14
38-44

B.D.

MF XS14
38-46, 48

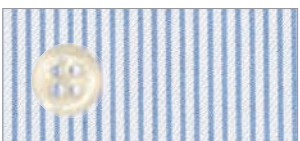
B.D.

1863
by
ETERNA

Art. 2357
Soft Luxury Twill, Striped



Business
Additional



12

SF FS82
38-44

CUTAWAY

MF XS82
38-46, 48

CUTAWAY

ET ER NA

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:

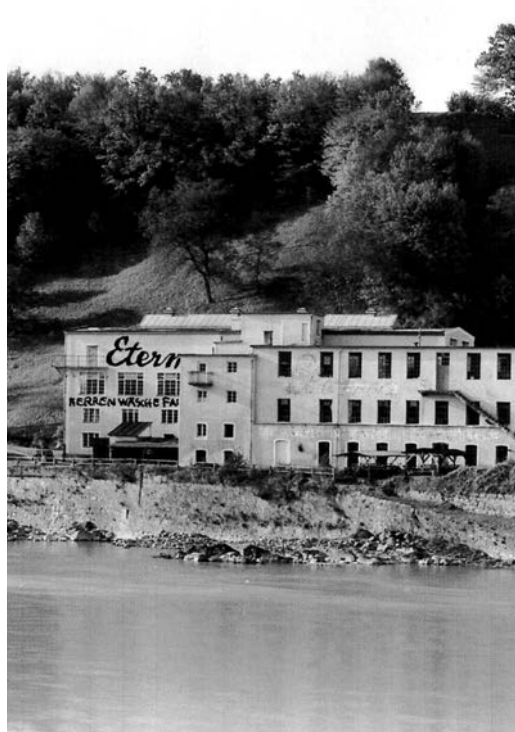


*Der Kragen
des eleganten
Herrn
auch im
Winter*

ELEGANT
BEQUEM
WIRTSCHAFTLICH

Herr Peter Casanova

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 Näherit,
die jeden Stich wie ausgezirkelt hinsetzt.

Die Schönheit der Formen,
die für jeden Geschmack geschaffen sind. — Stückpreis 90 Kfl.





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.



eterna-naturally.com

#NATURALLY

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

A light blue long-sleeved button-down shirt is hanging on a white hanger from a silver rod. The background is a soft-focus green, possibly foliage, with a subtle gradient. The text "We take responsibility." is overlaid in white serif font on the left side of the shirt.

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.

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**.

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**.



Fit Guide - Find your perfect Fit



❶ Collar Sizes

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



❷ Chest measurement

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

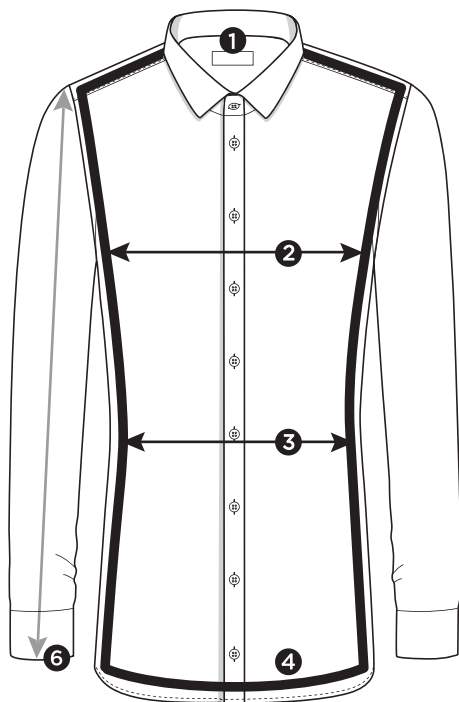


❸ Waist measurement

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

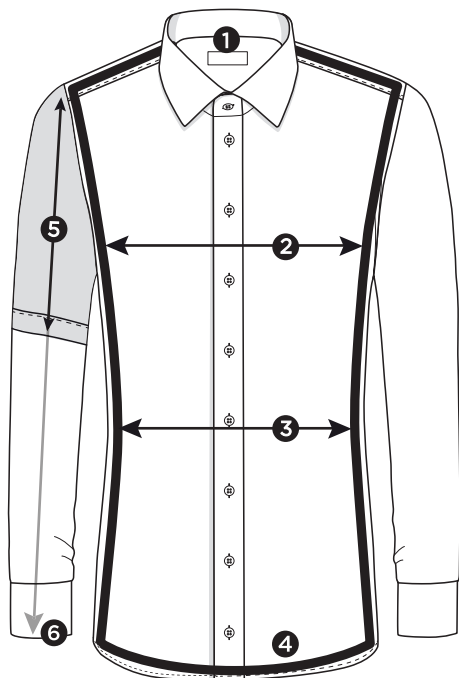
Super Slim

Figure-Hugging.



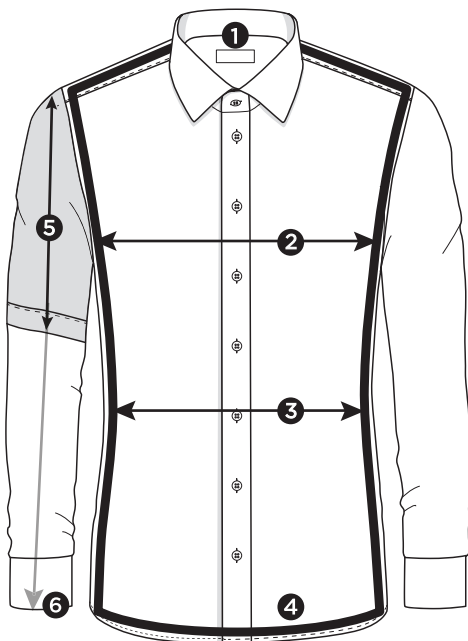
Slim Fit

Narrow Fit.



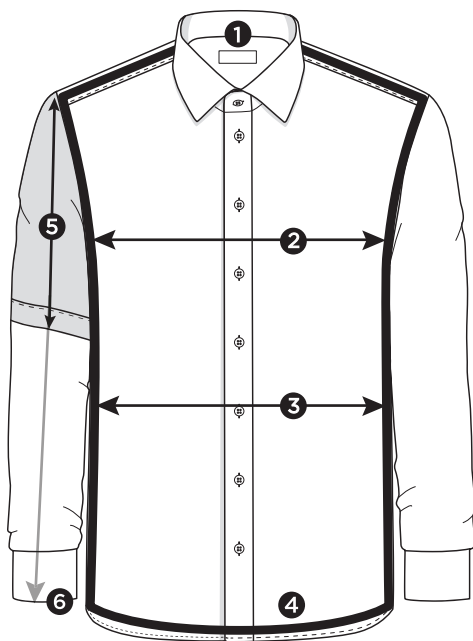
Modern Fit

Modern Fit.



Comfort Fit

Comfortable Fit.



Standard Measurement Chart

1	Collar sizes	cm inch	36 14	37/38 14½/15	39/40 15½/15¾	41/42 16/16½	43/44 17/17½	45/46 17¾/18	47/48 18½/19	49/50 19¾/19½	52 20½	54 21¼
2	Chest measurement	COMFORT FIT 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



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 suit jacket over a white dress shirt and a dark blue tie with a subtle paisley pattern. He is also wearing dark grey trousers and a brown leather belt. His left hand is in his pocket, and his right arm is slightly bent. The background is a plain, light grey wall.

Original Shirt

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





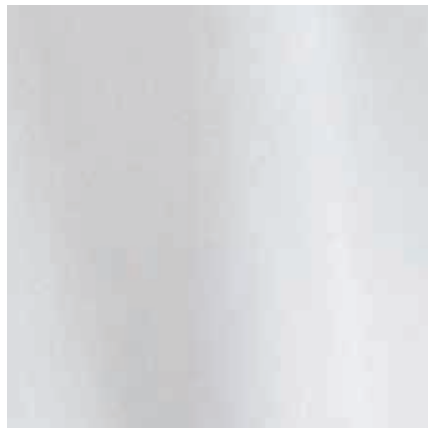
ORIGINAL SHIRT

The Non-Iron Pioneer.

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

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

Thin, light and durable.
Smooth and soft surface.



Non
Iron



100%
Cotton



Breathable



Kent Collar

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

Original Shirt

Art. 1100 B

Slim Fit
37-46

Modern Fit
37-46, 48

Comfort Fit
38-50, 52, 54

Masterpiece

00

10

39



F170



F170¹



F170¹



C19K  ½
X19K 
X18K

K19K²  ½
E19K 
E17K

C19K  ½
X19K 

K19K²  ½
E19K² 

C19K  ½
X19K 

K19K²  ½
E19K³ 

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

¹ sizes 37-44
² sizes 39-50, 52, 54
³ sizes 40-50, 52, 54

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

Cover Shirt

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





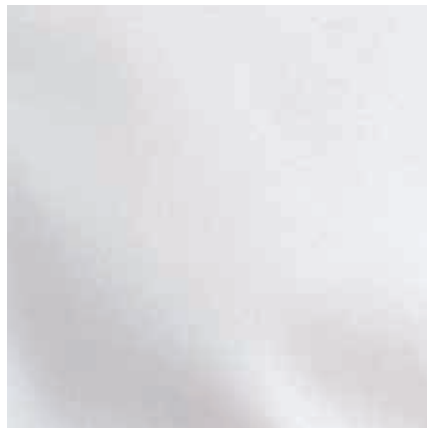
COVER SHIRT

Half-Ply Twill.

The opaque innovation.

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

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



Opaque



100%
Cotton



Non
Iron



Cutaway Collar

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

Cover Shirt

Art. 8817 ©

Super Slim
36-44

Slim Fit
38-44

Masterpiece

00

Z182

F182¹

21

Z182

F182

50

F182

10

Z182

F182²

14

F182

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.

Cover Shirt

Art. 8817 

Modern Fit
38-46, 48

Comfort Fit
40-48

Masterpiece



C19K  

X18K

E19K' 

X18K

E19K' 

X18K

E19K 

C19K  

X18K

E19K' 

X18K

E19K' 

X18K

E19K 

X18K

E19K' 

X18K

E19K 

¹ sizes 40-50, 52, 54



Button Down

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

Cover Shirt

Art. 8817 

Modern Fit
38-46, 48

Comfort Fit
40-48



00

X17U

E19L 

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.

Cover Shirt

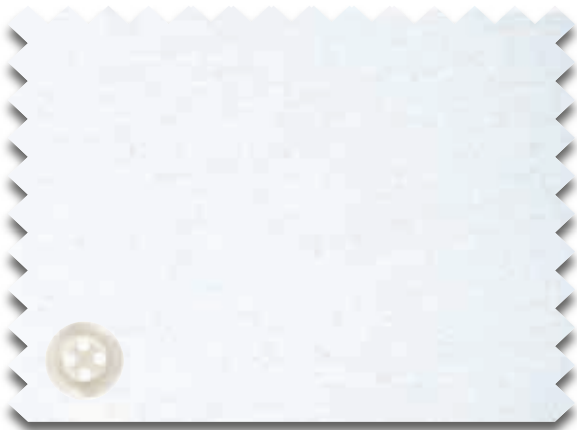
Art. 8817 ⓓ

Slim Fit
38-44
Cutaway

Modern Fit
38-46, 48
Cutaway

Comfort Fit
40-50, 52, 54
Kent

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.

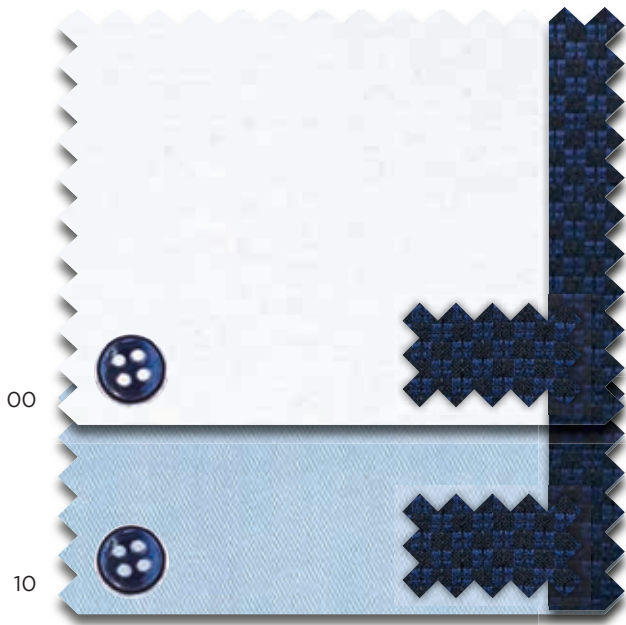
Cover Shirt

Art. 8819 

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



F142

X15V

E15V

F142

X15V

E15V¹

¹ sizes 40-48



Contrast Details Black

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

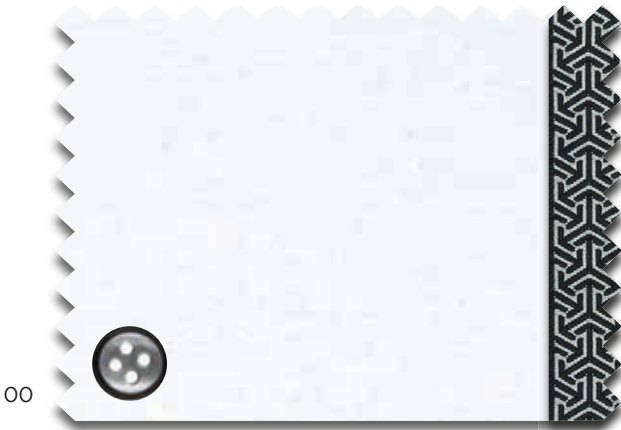
Cover Shirt

Art. 8819 

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-48



F182

X17V

E18V 

A full-body photograph of a man with short dark hair, looking off to the side. He is wearing a black long-sleeved button-down shirt and dark trousers. His hands are clasped in front of him. The background is a plain, light-colored wall.

Performance Shirt

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





PERFORMANCE SHIRT

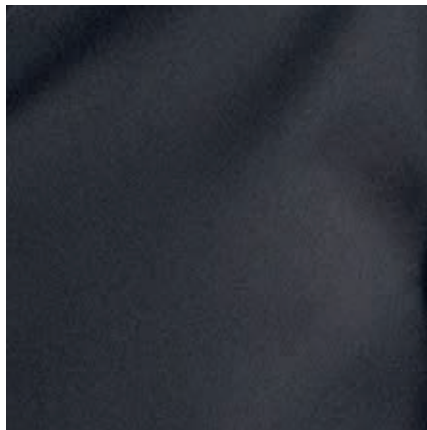
Super Stretch Twill.

Extremely flexible.

The innovative, easy-iron Performance Shirt fabric is the ultimate in comfort and performance.

Thanks to a high lyocell content, it is not only eco-friendly but offers superior breathability, absorbency and a unique cooling effect.

Complete freedom of movement with flexible, sportswear-like feel.



Super
Stretch



Eco-
Friendly



Cooling
Effect



No sweat,
No smell



Super
Soft



Easy
Iron



Kent Collar

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

Performance Shirt

Art. 3377 ©

Slim Fit
38-44

Modern Fit
38-46, 48



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 grey.

Luxury Shirt

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

1863
— by —
ETERNA





LUXURY SHIRT

Two Ply Twill.

The premium non-iron shirt. 100% cotton.

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



Non
Iron



100%
Cotton



Two Ply
Fabric



CO₂
Neutral



Kent Collar

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

Luxury Shirt

Art. 8005 

Slim Fit

38-46
Cutaway

Modern Fit

38-46, 48
Kent

Comfort Fit

40-50
Kent

Masterpiece

00

F682

X687

E687

Masterpiece

10

F682

X687

E687

50

F682

X687

18

F682

X687

39

F682

X687



Luxury Contrast Details

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

Luxury Shirt

Art. 8005 

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-50

00

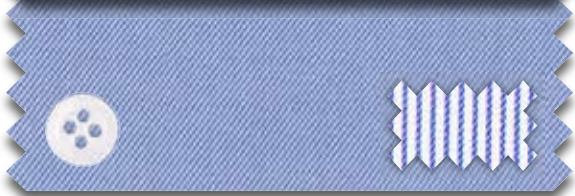


F640

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

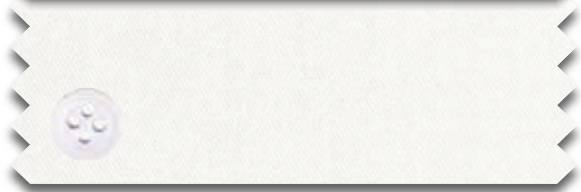
00



F659

X659

20



F659

X659

A full-page advertisement featuring a man with dark hair and a light complexion. He is wearing a crisp white long-sleeved button-down shirt with the top button open and light beige trousers. He is leaning his right arm on a white rectangular pedestal and has his left hand in his pocket. He is wearing a dark leather watch with a metal case on his left wrist. The background is a simple, light-colored wall with a white door visible on the left. The overall aesthetic is clean, minimalist, and sophisticated.

Soft Luxury Shirt

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

1863
— by —
ETERNA





SOFT LUXURY SHIRT

Soft. Significant.

Luxury for everyday life.

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

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



Garment
Washed



Two Ply
Fabric



Short
Length



Super
Soft



CO₂
Neutral



Cutaway Collar

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

Soft Luxury Shirt

Art. 3850 

Slim Fit
38-44

Modern Fit
38-46, 48

Masterpiece

02

FS82

XS82

Masterpiece

10

FS82

XS82

50

FS82

XS82

19

FS82

XS82



Sophisticated Details

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

Soft Luxury Shirt

Art. 3850 ⓓ

Slim Fit
38-44

Modern Fit
38-46, 48

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 a pointed collar and dark blue textured trousers. The background is a light-colored wall with a white door frame on the left.

Jersey Shirt

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

1863

by

ET ERNA



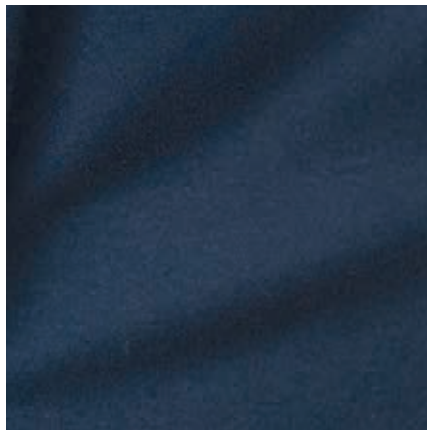


JERSEY SHIRT

Mercerized Cotton.

Soft quality with a relaxed feel.

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



Super
Stretch



Non
Iron



100%
Cotton



Super
Soft



CO₂
Neutral



Cutaway Collar

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

00



YS82

JS82

Masterpiece

19



YS82

JS82

39



YS82

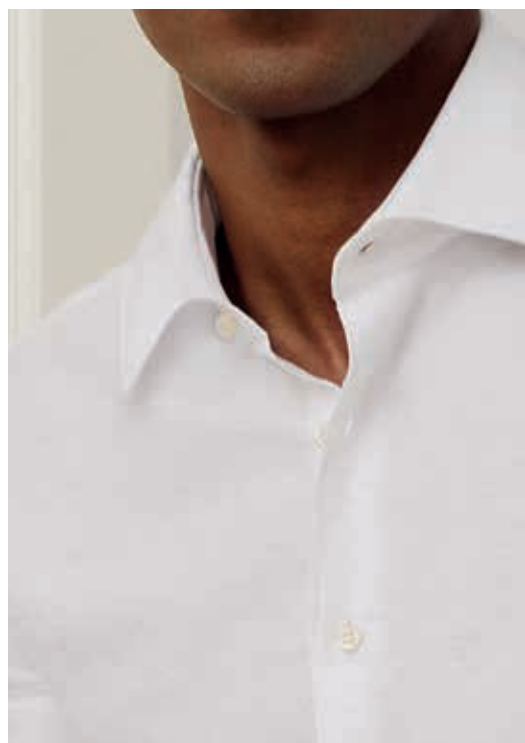
JS82

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 beige trousers. He has his hands in his pockets and is looking directly at the camera. The background is a white paneled door and a light-colored wall. The floor is made of light wood.

Linen Shirt

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

1863
— by —
ETERNA





LINEN SHIRT

Light. Breathable.

The perfect blend of soft cotton and fine linen.

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



Breathable



Super
Soft



Cooling
Effect



CO₂
Neutral



Cutaway Collar

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

Linen Shirt

Art. 2355 

Slim Fit
38-44

Modern Fit
38-46, 48

Masterpiece

00



FS82

XS82

This article is available from Spring/Summer 2024.



Business Additional

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

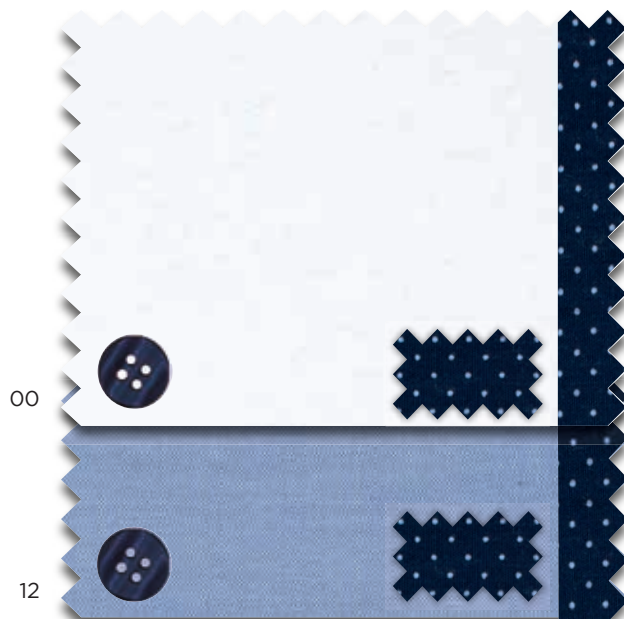
A photograph of two dress shirts. On the left, a white dress shirt is laid out, showing its collar and a small label inside that reads 'ETERNA'. On the right, a blue and white striped dress shirt is folded, showing its collar and buttons. The background is a neutral, light-colored surface.

Business Additional

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

Oxford

Art. 8100 (C)



Slim Fit

37-46

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54

00

F132

C13K ½

K137 ½

X13K

E137

12

F132¹

C13K ½

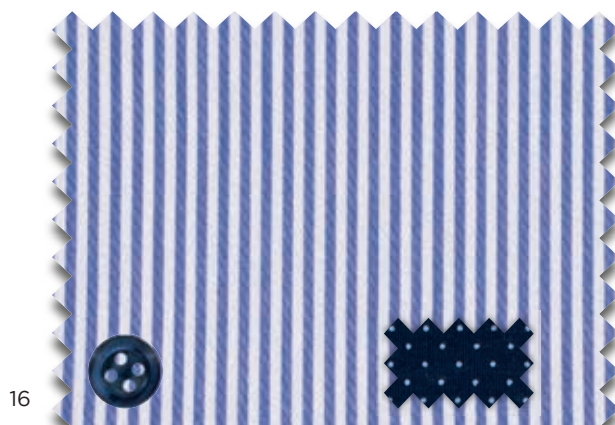
K137 ½

X13K

E137

Striped

Art. 8992 (B)



16

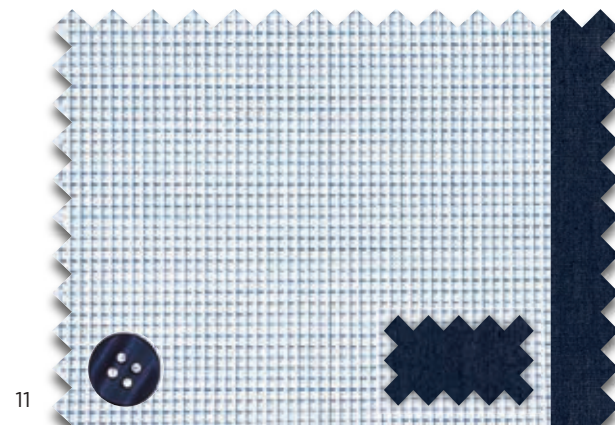
F140²

X14P

E15P

Structured

Art. 4671 (B)



11

F142²

C14P ½

K147 ½

X14P

E147

¹ sizes 38-46

² sizes 38-44



Vichy Check

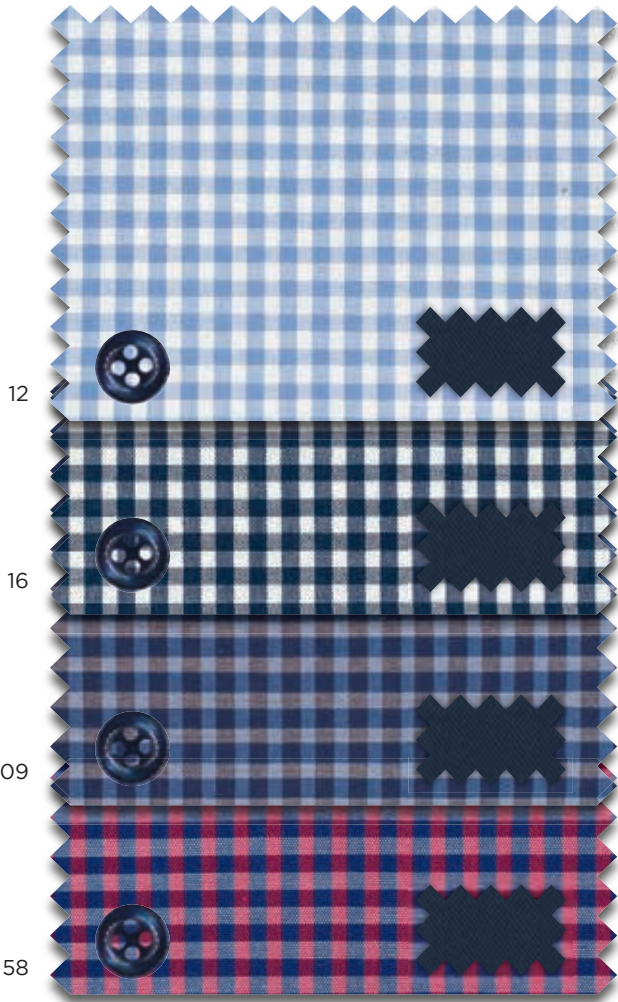
Our elegant Button-Down collar is paired with a classic Vichy check pattern in a **clean design**, inspired by legendary British elegance. Made from **high-quality non-iron cotton**, this shirt stays flawless **all day long**. Perfect for semi-formal and informal occasions, it's the missing piece in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

Vichy Check

Art. 8913 **B**

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54



X146 

E146 

X146 

E146 

X146 

E146 

X146 

E146 



Structured Twill

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

Structured Twill

Art. 3116 

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-50, 52, 54

<div>12</div> <div>50</div> <div>32</div> <div>38</div>		F159	X169 	E169 
			X169 	
			X169 	E169 
		F159	X169 	E169 ¹ 

¹ sizes 40-48



Luxury Twill

Complete your elevated business wardrobe with our classic dressings, featuring uncompromising quality and premium standards. The tonal and tasteful details add a touch of perfection and superiority to your elegant business attire.

Made from **100% cotton** in **Two Ply** construction, these shirts are also **non-iron** for added convenience.

1863
— by —
ET ERNA

Check

Art. 8128 

13



Slim Fit
38-44

Modern Fit
39-46, 48

Comfort Fit
40-50

F682

X682

Striped

Art. 3961 

16



F682

X682

Art. 8175 

12



F69K

X69K

15



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 



13

Slim Fit

38-44

Modern Fit

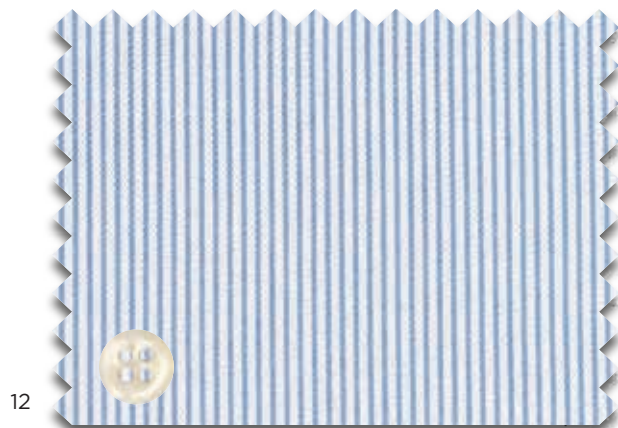
38-46, 48

FS14

XS14

Striped

Art. 2357 



12

FS82

XS82



Celebration

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



Kent Collar

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

Cover Shirt

Art. 8817

Modern Fit

38-46, 48

Comfort Fit

40-50, 52, 54

00

21



X18K

X18K

E19K



E19K



00



E49E



00

21



X367

X367

E387

E387



9448/20
9448/00
FIPS



9448/20
9448/00
KNUT



9448/20
9448/00
EIKE



Cutaway Collar

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

Cover Shirt

Art. 8817

Super Slim

36-44

Slim Fit

38-44

Modern Fit

38-46, 48

00

21



Z182

Z182

F182¹

F182

C

C

00



F482

X48V

D

00

21



F392²

F392²

D

D

¹ nur in den Größen 38-46

² nur in den Größen 37-44



9448/20
9448/00
FIPS



9448/20
9448/00
KNUT



9448/20
9448/00
EIKE



Boho Style

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

Linen Shirt

Art. 2355 

Slim Fit
38-44

Modern Fit
38-46, 48

00



FS82

XS82



9086/24
SET



This article will be available from Spring/Summer 2024.



Black Tie

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

Luxury Shirt

Art. 8218 **(F)**

Slim Fit
38-44

Modern Fit
38-46, 48

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

Comfort Fit
39-48

X18K E19K

68 cm

Cover Shirt

Art. 8817 (D)



Modern Fit
38-46, 48

X367

X367

70 cm ¹

Cover Shirt

Art. 8817



Slim Fit
38-46

F182 (C)
F392 (D)

F392 (D)

72 cm

Cover Shirt

Art. 8817 (C)



Modern Fit
38-46, 48

Comfort Fit
40-48

X18K

E19K

X18K

¹ available from Spring/Summer 2024.

68 cm

Original Shirt

Art. 1100 (B)



Modern Fit
38-46, 48

X19K

39

Vichy Check

Art. 8913 (B)



Modern Fit
38-46, 48

X146

16

Structured

Art. 4671 (B)



Modern Fit
38-46, 48

X14P

11

Cover Shirt

Art. 8817 (C)



Modern Fit
38-46, 48

Comfort Fit
40-48

X18K

E19K

00



X18K

E19K

10

Uni Pinpoint

Art. 8100 (C)



Modern Fit
38-46, 48

Comfort Fit
40-48

X13K

00



X13K

E137

12



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 ER NA



Limited on Stock

(Spring/Summer 2024)

Art. 1308

B

00



Slim Fit

38-44

F142

Modern Fit

38-46, 48

X15V

Comfort Fit

40-48

E15K 

Art. 1307

B

00

11

19



F142

C15V 

X15V

X15V

C15V 

X15V

K15K 

E15K 

E15K 

K15K 

E15K 

Art. 4163

C

12



F170

C18K 

X18K

K19K 

E19K 

Limited on Stock

(Spring/Summer 2024)

Art. 4158



00



12

14

28

38

Slim Fit
38-44

Modern Fit
38-46, 48

Comfort Fit
40-48

F170

X19K



E19K



F170

X19K



E19K



F170

X19K



E19K



X19K



E19K



F170

X19K



E19K



Limited on Stock

(Spring/Summer 2024)

Art. 8913

B



16

58

Modern Fit

38-46, 48

Comfort Fit

40-48

C146 ½



K146 ½



C146 ½



K146 ½



Art. 8202

B



45

16

52

33

C19K ½



K19K ½



C19K ½



K19K ½



C19K ½



K19K ½



C19K ½



K19K ½



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

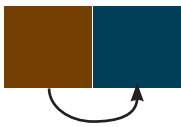
90-110 cm
(in 5 cm increments)



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



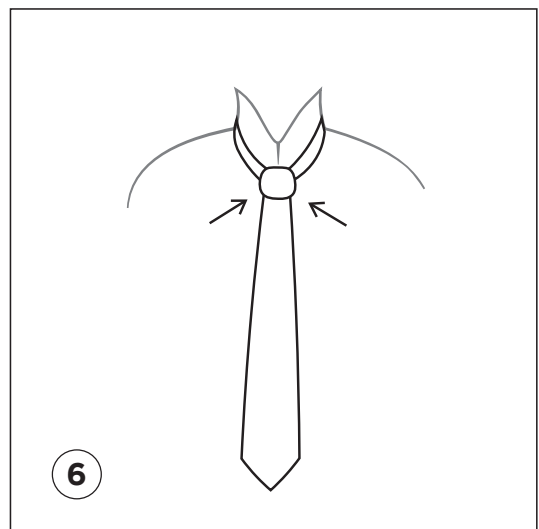
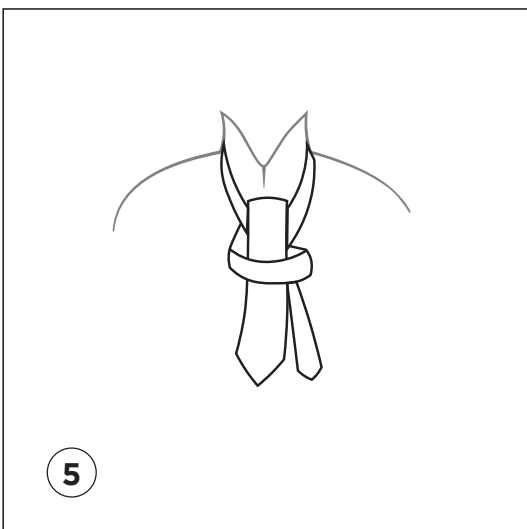
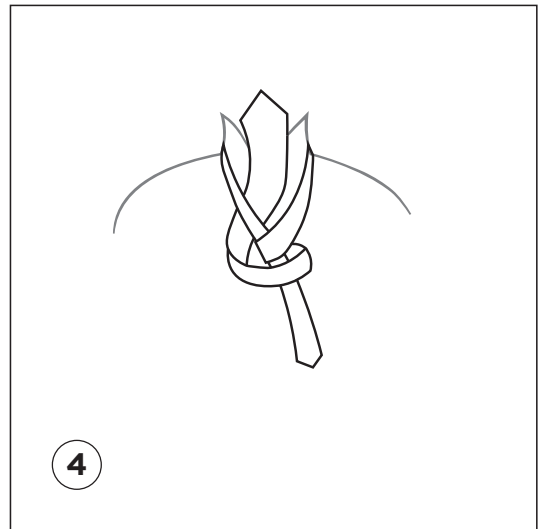
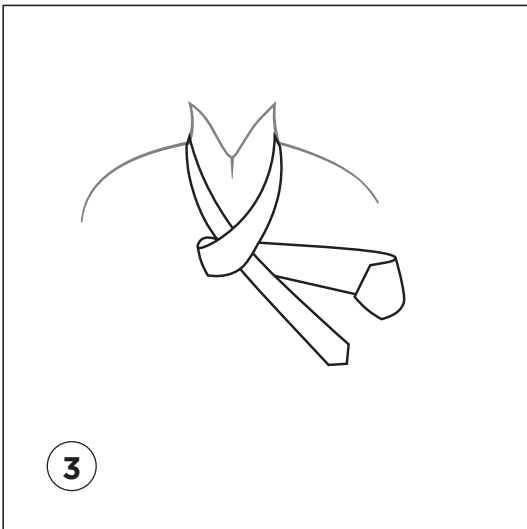
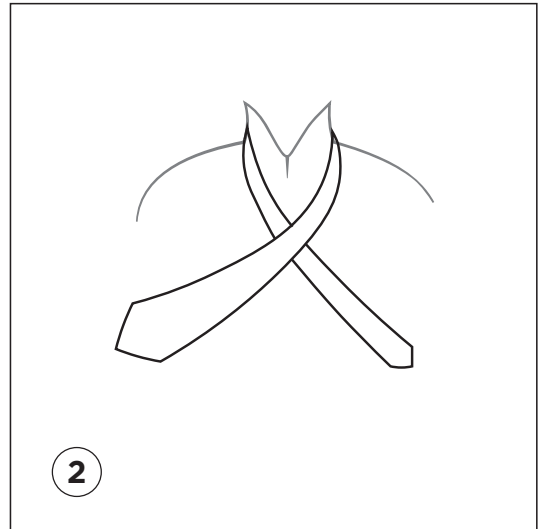
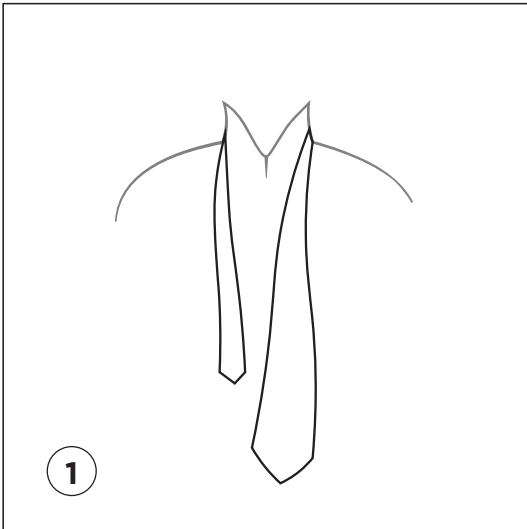
9448/39
KNUT



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.

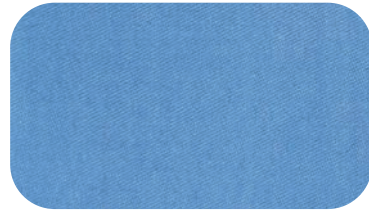
Despite its enduring popularity, the tie has remained largely unchanged over time, except for variations in its width. Therefore, it is crucial to know how to tie a tie in a correct and graceful manner. Our comprehensive guide provides a step-by-step process to help you learn the easiest way to tie a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

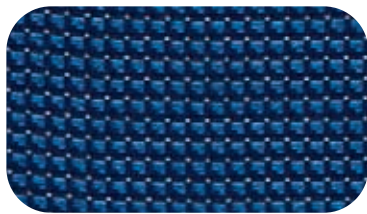
Ties

100% Silk

6 cm



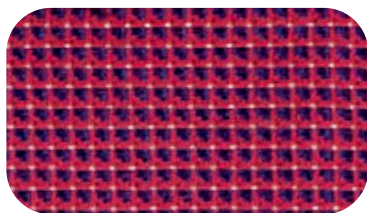
9029/55



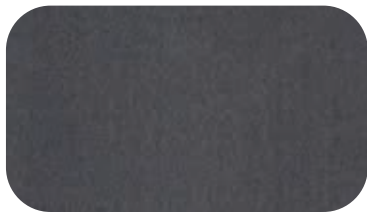
9504/15



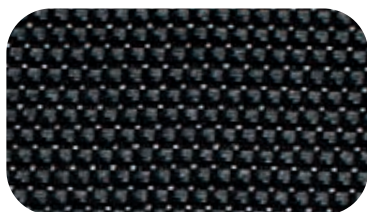
9029/58



9504/55



9029/35



9504/39

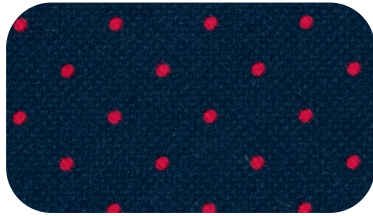


9029/39

Ties

100% Silk

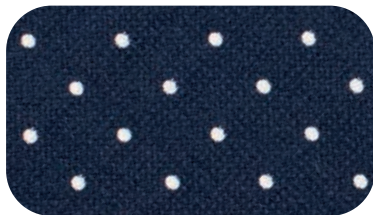
7.5 cm



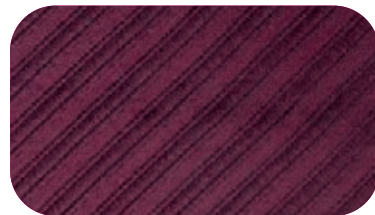
9026/15



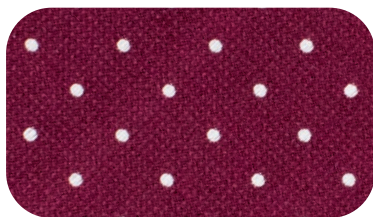
9716/19



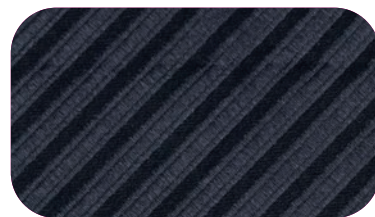
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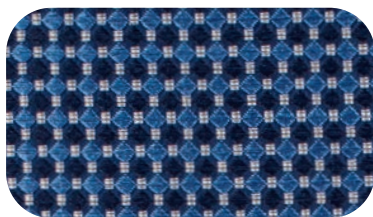
9716/57



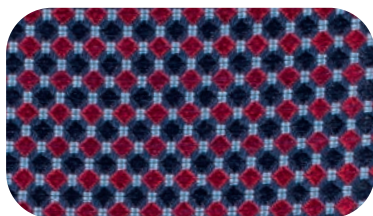
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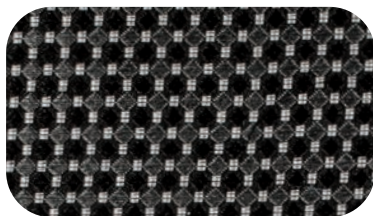
9716/39



9500/15



9500/19



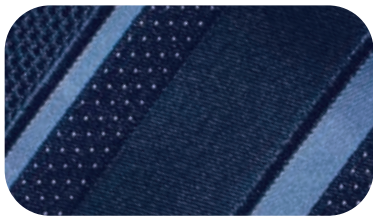
9500/39

Ties

100% Silk
7.5 cm



9024/10



9501/15



9024/19



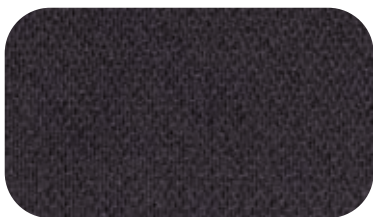
9501/19



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



1863
— by —
ET ERNA

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



1863
— by —
ET ERNA

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

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



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

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 ER NA

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Mail: nationalsales@eterna.de

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