



ETERNA

NEVER OUT OF STOCK
WOMEN

SPRING / SUMMER 2026

ET ER NA

NEVER OUT OF STOCK
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SPRING / SUMMER 2026

NACHHALTIGKEIT IST KEINE MODE- ERSCHEINUNG.

SUSTAINABILITY IS NOT A FASHION TREND.

Bereits im Jahr 2000 war ETERNA der **weltweit erste Hersteller** von Herrenhemden, Businesskleidung und Blusen, der die OEKO-TEX® STANDARD 100-Zertifizierung erhielt.

Die Zertifizierungskriterien von OEKO-TEX® STANDARD 100 und OEKO-TEX® STeP sind beim OEKO-TEX® MADE IN GREEN-Produktlabel vereint. Unser **gesamtes NOS-Hemdensortiment** ist inzwischen sowohl mit dem **OEKO-TEX® MADE IN GREEN**-Produktlabel als auch dem **Grünen Knopf** ausgezeichnet. Diese Labels garantieren, dass unsere Produkte unter hohen **sozialen und ökologischen** Standards hergestellt werden.

Seit 2015 haben wir auch unsere **gesamte Wertschöpfungskette offengelegt**. Diese ist für jeden zugänglich – Sie können Ihr Produkt lückenlos mithilfe des EAN-Codes verfolgen. Außerdem **unterstützen wir eine Vielzahl von Nachhaltigkeitsprojekten** und Initiativen wie Better Cotton, Amfori, TEXAID und viele mehr.

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. The certification criteria of OEKO-TEX® STANDARD 100 and OEKO-TEX® STeP are combined in the OEKO-TEX® MADE IN GREEN product label. Our **entire NOS shirt range** is now certified with both the **OEKO-TEX® MADE IN GREEN product label and the Green Button**. These labels guarantee that our products are manufactured under high **social and environmental** standards. 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, Amfori, TEXAID and many more.



**STANDARD
100**

95.0.1581
Hohenstein



**MADE IN
GREEN**

C6DTCUNNG1
Hohenstein



WE CARRY PRODUCTS CERTIFIED WITH THE

**GREEN
BUTTON**

GOOD FOR PEOPLE.
GOOD FOR NATURE.



SUSTAINABILITY BY ETERNA.

Die Überzeugungen und Werte von ETERNA:
höchste Qualität, Nachhaltigkeit und faire
Produktion.

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



UNSERE KERNKOMPETENZ

CORE COMPETENCE OF ETERNA

Best in Class

Für jede Situation, für jeden Anlass: Die Best-in-Class-Qualitäten von ETERNA garantieren Ihnen die **besten Materialien, höchsten Tragekomfort und ausgezeichnete Pflegeeigenschaften**. Best-in-Class-Qualitäten sind meisterhafte Stoffqualitäten von ETERNA, die über Jahrzehnte perfektioniert wurden.

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.

Masterpieces

Jede Best-in-Class-Qualität hat einen **Artikel** in einer **Farbe** und einem **Stil**, der unserer Meinung nach in keiner Garderobe fehlen sollte, um für jeden Anlass angemessen gekleidet zu sein.

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 in order to be properly dressed for every occasion.



Satin Shirt



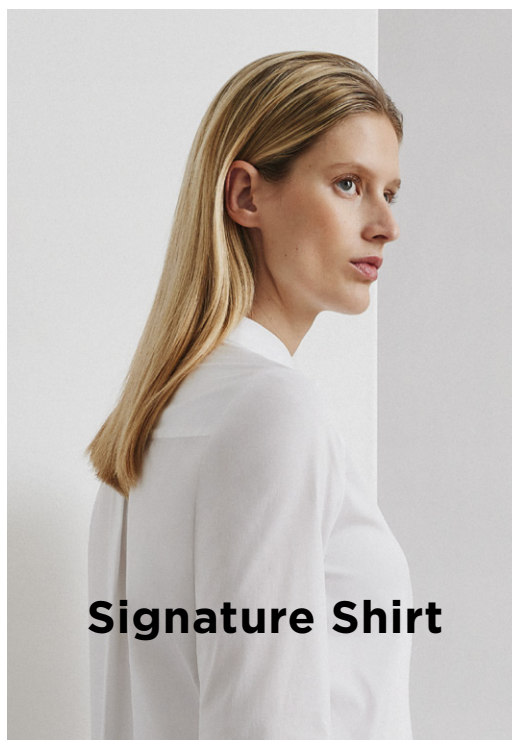
Performance Shirt



Jersey Shirt



Cover Shirt



Signature Shirt



Viscose Shirt



Oxford Shirt



UNSERE BLUSEN. UNSERE PASSFORMEN.

OUR BLOUSES. OUR FITS.

Blusen sind zeitlos elegante Basics und Trendstücke zugleich. Unser Anspruch ist hoch. Deshalb bieten wir vier perfekte Passformen, die den unterschiedlichen Stilrichtungen gerecht werden.

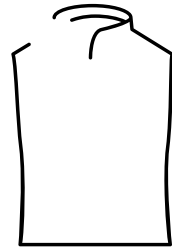
Blouses are timelessly elegant essentials and trendy pieces at the same time. Our standards are high. That's why we offer four perfect fits to suit different styles.

PASSFORM/FIT

Regular

Regular-Fit-Blusen umschmeicheln die Silhouette, ohne einzuengen oder ein Gefühl von Enge zu vermitteln. Der Schnitt vereint stilvolle Linienführung mit angenehmer Bewegungsfreiheit und hohem Tragekomfort.

Regular-fit blouses gently flatter the silhouette without feeling restrictive or tight. The cut combines stylish lines with comfortable freedom of movement and a high level of wearing comfort.



Erhältliche Schnitte/
Available shapes:

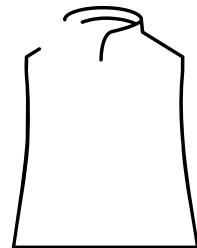
RUBY, RITA

PASSFORM/FIT

Loose

Loose-Fit-Blusen bieten durch ihre weitere Schnittführung im Taillenbereich eine legere Passform mit leichter A-Linie. Perfekt für die Kundin, die einen modernen, ungezwungenen Stil bevorzugt.

Loose-fit blouses offer a relaxed fit with a slight A-line shape due to their looser cut around the waist. Perfect for customers who prefer a modern, casual style.



Erhältlicher Schnitt/
Available shape:

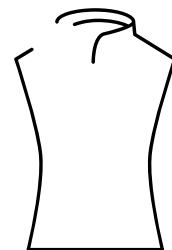
LAURA

PASSFORM/FIT

Fitted

Mit ihrem figurbetonten Schnitt setzen taillierte Blusen die Silhouette gekonnt in Szene und verleihen dem Outfit eine elegante Linie.

With their figure-hugging fit, tailored blouses elegantly highlight the silhouette and add a refined touch to any outfit.



Erhältliche Schnitte/
Available shapes:

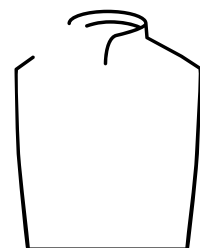
FAVI, FLORA, FIONA

PASSFORM/FIT

Oversize

Mit ihrem lockeren Schnitt und der Mischung aus klassischem Hemdenstil und urbaner Lässigkeit setzen Oversize-Blusen ein modisches Statement.

With their relaxed fit and a blend of classic shirt style and urban casualness, oversized blouses make a fashionable statement.



Verschiedene Schnitte/
Various shapes



VERFÜGBARE SCHNITTE.

AVAILABLE SHAPES.

Wir haben die Passformen zudem in Schnittvarianten unterteilt, um Ihnen die Auswahl zu erleichtern. Ihr bevorzugter Shape sorgt dafür, dass die nächste Bluse auch perfekt sitzt.

To help you find the perfect blouse for your body shape, we've created specific shapes featuring different fits. Finding your favourite shape will ensure that your next blouse fits just right.



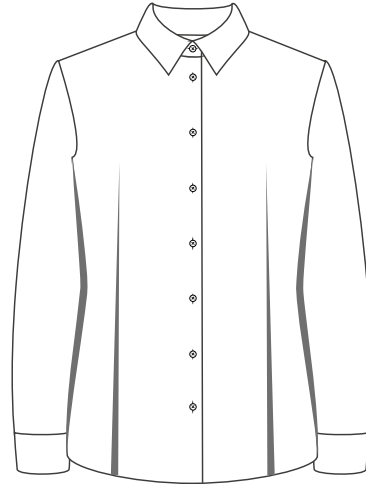
Regular

SCHNITT/SHAPE

Ruby

Diese Bluse beeindruckt durch ihren klassischen, perfekt sitzenden und legeren Schnitt. Die Silhouette wird durch Taillenabnäher betont.

This blouse impresses with its classic, perfectly fitting, and casual cut. The silhouette is accentuated by waist darts.

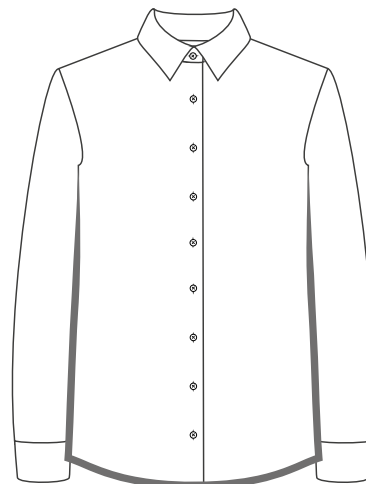


SCHNITT/SHAPE

Rita

Die Bluse hat einen geraden Schnitt und schmeichelt daher allen Körperformen. Dieses Modell ist an der Seitennaht leicht tailliert.

This blouse features a straight cut and therefore flatters all body shapes. The Rita style is slightly fitted at the side seams.



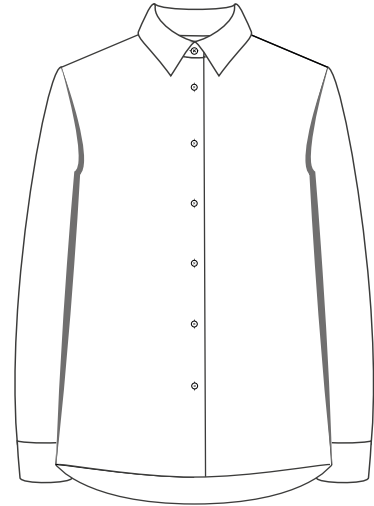
Loose

SCHNITT/SHAPE

Laura

Mit einer modernen Weite in der Taille und im Hüftbereich hat diese Bluse einen besonders locker sitzenden Schnitt.

With a modern width at the waist and hips, this blouse features an especially relaxed fit.



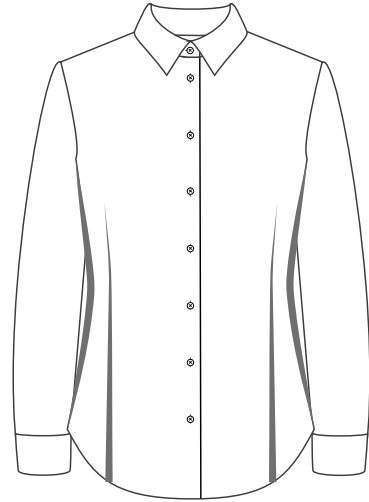
Fitted

SCHNITT/SHAPE

Favi

Diese Bluse ist die schmalste Bluse in der ETERNA-Kollektion. Ihre Super Slim Silhouette wird durch Abnäher vorne und hinten erreicht, die die Figur deutlich betonen.

This blouse is the slimmest in the ETERNA collection. It gets its super-slim silhouette from the darts at the front and back, which clearly accentuate the wearer's figure.

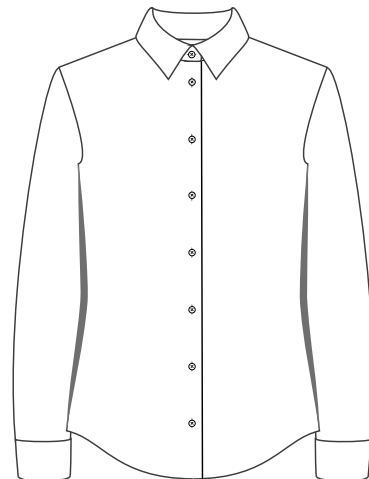


SCHNITT/SHAPE

Flora

Diese Bluse hat eine taillierte Form und liegt auch in der Körpermitte eng an. Die Taille wird über die Seitennaht und Abnäher oder Teilungsnähte am Rücken hergestellt.

This blouse features a tailored cut and also hugs the body's core. The curve of the waist is accentuated by the side seams, darts and back panel seams.

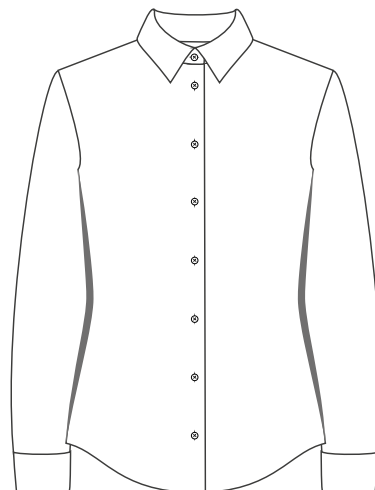


SCHNITT/SHAPE

Fiona

Die Seitennaht verleiht dieser Bluse eine leicht taillierte Form und zeichnet die Konturen des Körpers dezent nach.

The cut of its side seams gives this blouse a slightly tailored shape. The blouse's silhouette subtly skims the body's contours.

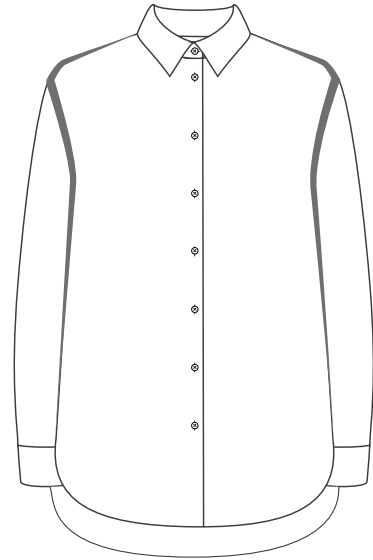


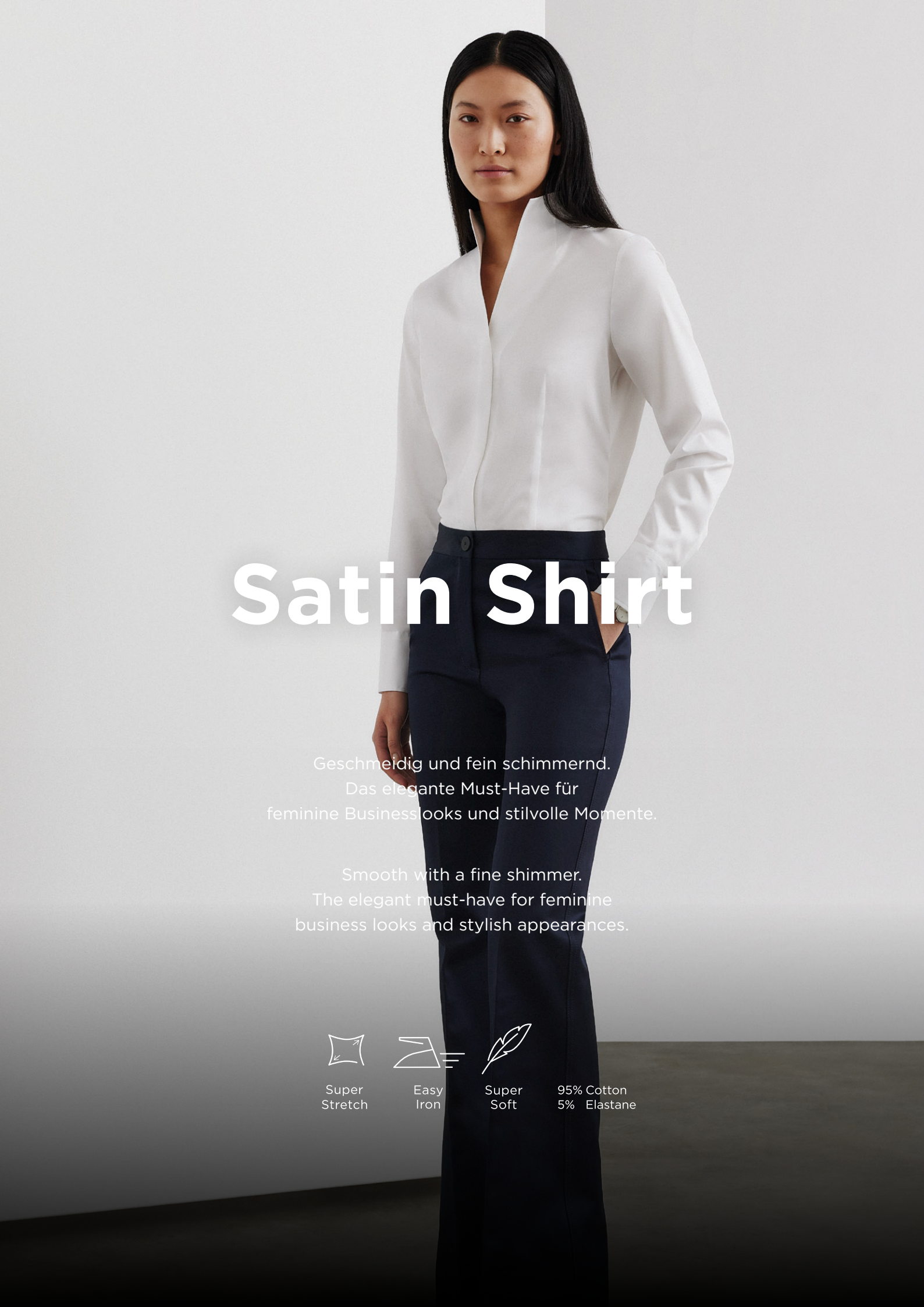
Oversize

VERSCHIEDENE SCHNITTE/
VARIOUS SHAPES

Blusen in Oversize sind bewusst weiter geschnitten. Sie verbinden den klassischen Stil einer Bluse mit einer besonderen Lässigkeit.

Oversized blouses are intentionally cut for a looser fit. They combine the classic style of a blouse with a unique sense of casualness and aren't divided into shapes.





Satin Shirt

Geschmeidig und fein schimmernd.
Das elegante Must-Have für
feminine Businesslooks und stilvolle Momente.

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



Super
Stretch



Easy
Iron

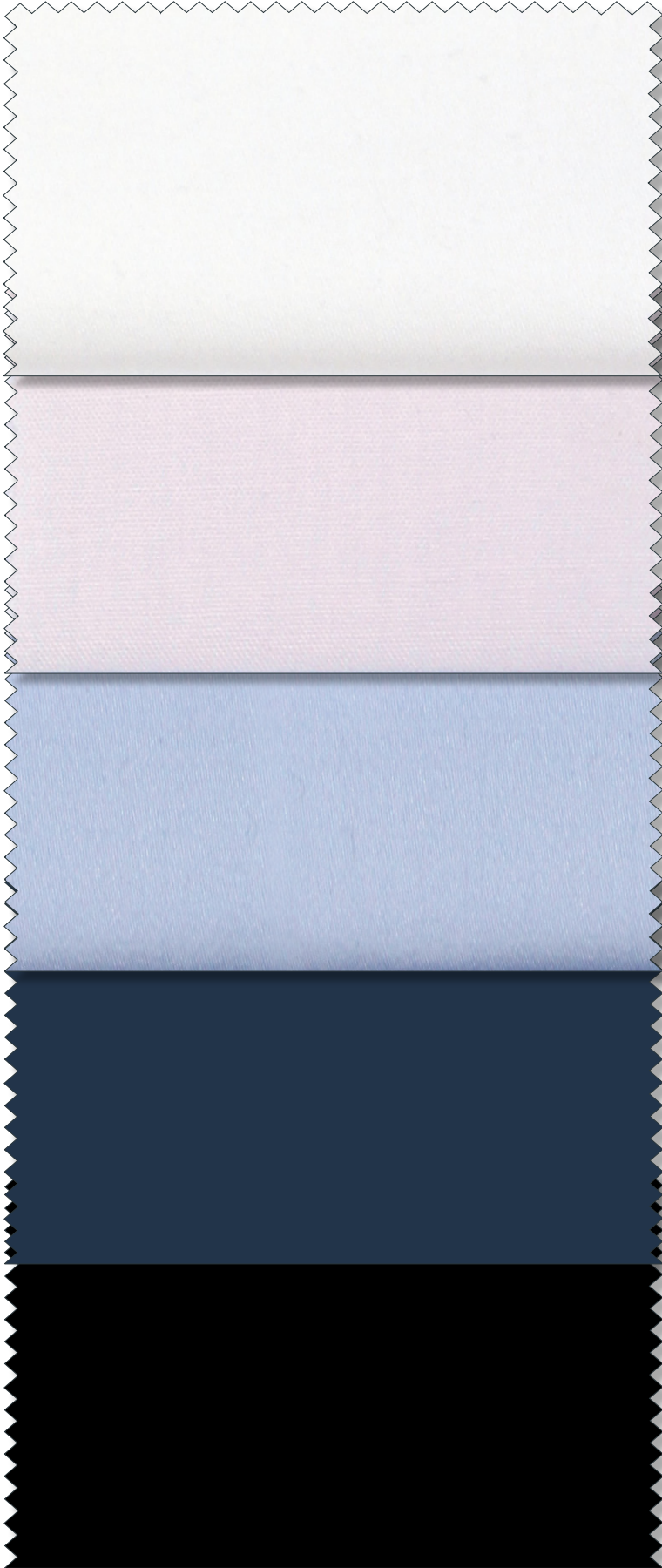


Super
Soft

95% Cotton
5% Elastane

Satin Shirt

5352/5585



5352/00/85/12/19/39

E

REGULAR
D708 Ruby
RL 66
34-50



5352/00

00

F

REGULAR
D282 Ruby
RL 67
34-52



5585/00

85

C

REGULAR
A217 Ruby
RL 64
34-50



5585/00/39

12

E

OVERSIZE
D373
RL 55
34-50

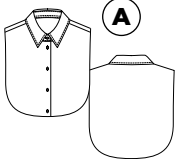


5585/00

19

A

A766
36-48



95% Cotton
5% Elastane

39

Cover Shirt

Blickdicht, hochwertig und bügelleicht.
Für klassische und zeitlose Looks.
Immer elegant. Ausnahmslos stilsicher.

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



Opaque



100%
Cotton



Easy
Iron



Two Ply
Fabric

Cover Shirt

5008

5008/00/10/39/50



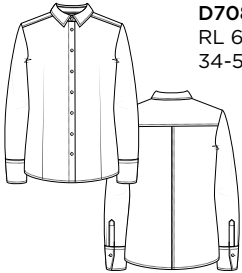
00

50

10

39

E



REGULAR
D708 Ruby
RL 66
34-50

D



REGULAR
H965 Rita
RL 72
34-52

E



FITTED
D10Y Favi
RL 66
34-44



Performance Shirt

Maximale Bewegungsfreiheit, flexibel rund um die Uhr. Super Stretch Qualität im Business-Look. Für einen aktiven Lifestyle.

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



Super
Stretch



Cooling
Effect



No sweat,
No smell



Easy
Iron



Super
Soft

70% Lyocell
26% Polyamide
4% Elastane

Performance Shirt

5377



70% Lyocell
26% Polyamide
4% Elastane

E



FITTED
DF04 Fiona
RL 68
34-46



Jersey Shirt

Garantiert wohlfühlen in geschmeidigem Jersey.
100% weichste Baumwolle für
stilvolle und bequeme Looks.

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



Super
Stretch



100%
Cotton



Easy
Iron



Super
Soft

Jersey Shirt

5158



Signature Shirt

Fein, leicht und straight.
Für cleane, anspruchsvolle Looks
und smartes Understatement.

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



Super
Stretch



Easy
Iron

79% Cotton
18% Polyamide
3% Elastane

1863
— by —
ETERNA

Signature Shirt

5212

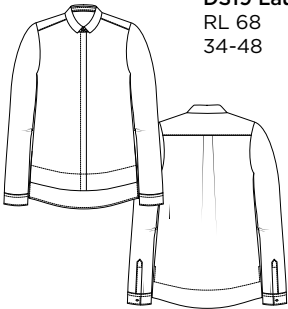
1863
by
ETERNA



79% Cotton
18% Polyamide
3% Elastane

00

G



LOOSE
DS19 Laura
RL 68
34-48

G



FITTED
DY67 FAVI
RL 65
34-44

Viscose Shirt

Leicht, fließend und schmeichelnd.
Das Allroundtalent für feminine Styles
von leger bis elegant.

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



Cooling
Effect



Super
Soft

100% Viscose

Viscose Shirt

5270

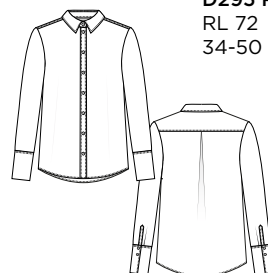


100% Viscose

5270/01

E

REGULAR
D295 Rita
RL 72
34-50



01

5270/01/39

E

LOOSE
D931 Laura
RL 65
34-50



39

Oxford Shirt

Sportiv, bequem und natürlich.
Für unkompliziertes, vielseitiges Styling
und smarte Casual Looks.

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



Garment
Washed



Easy
Iron

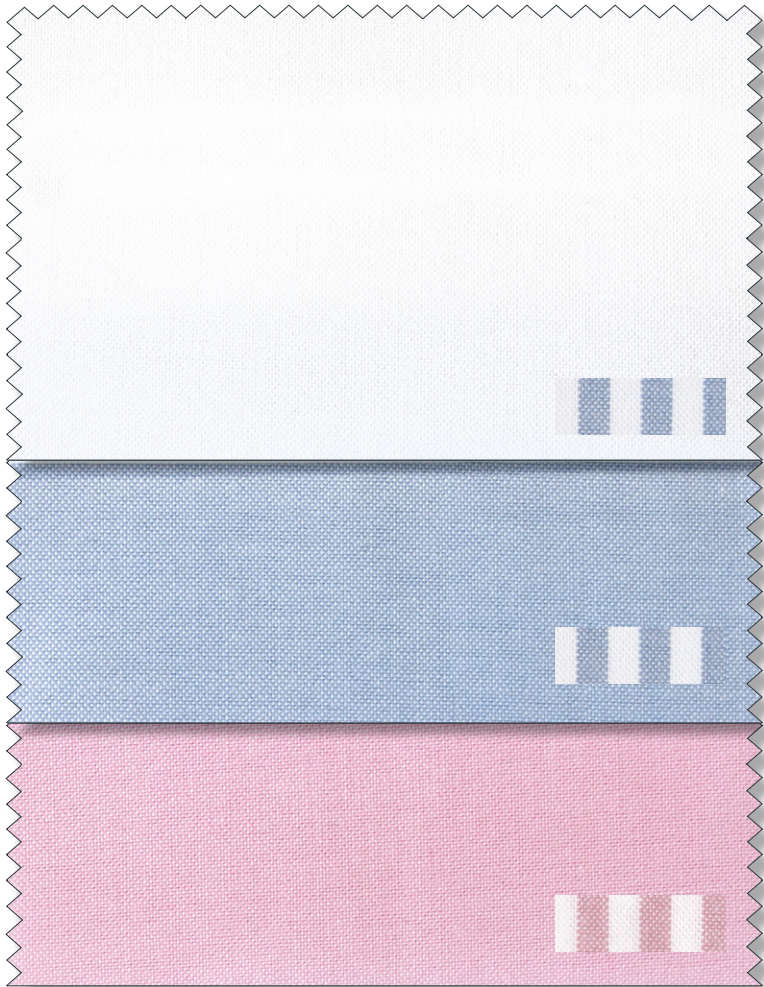


Super
Soft

70% Cotton
30% Lyocell

Oxford Shirt

5124



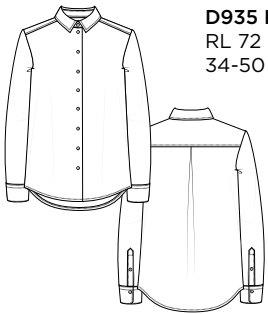
70% Cotton
30% Lyocell

00

12

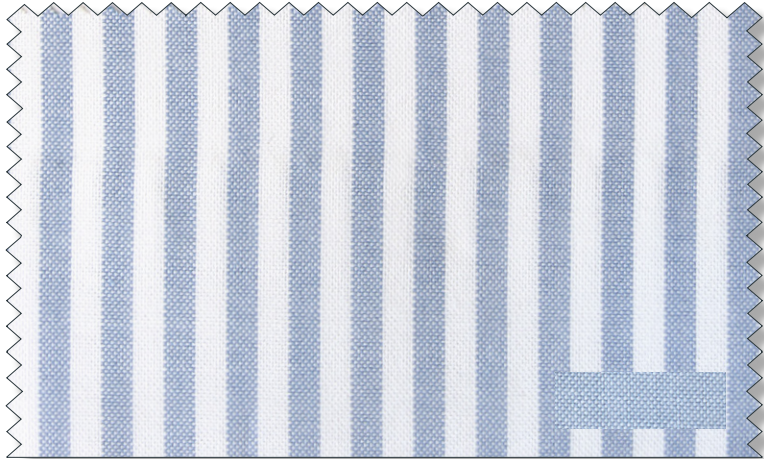
50

E



REGULAR
D935 Rita
RL 72
34-50

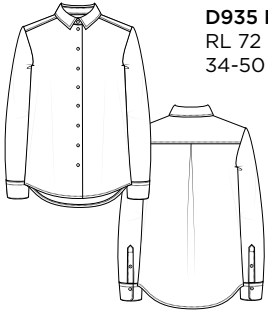
6008



70% Cotton
30% Lyocell

12

E



REGULAR
D935 Rita
RL 72
34-50



ADDITIONAL OFFER

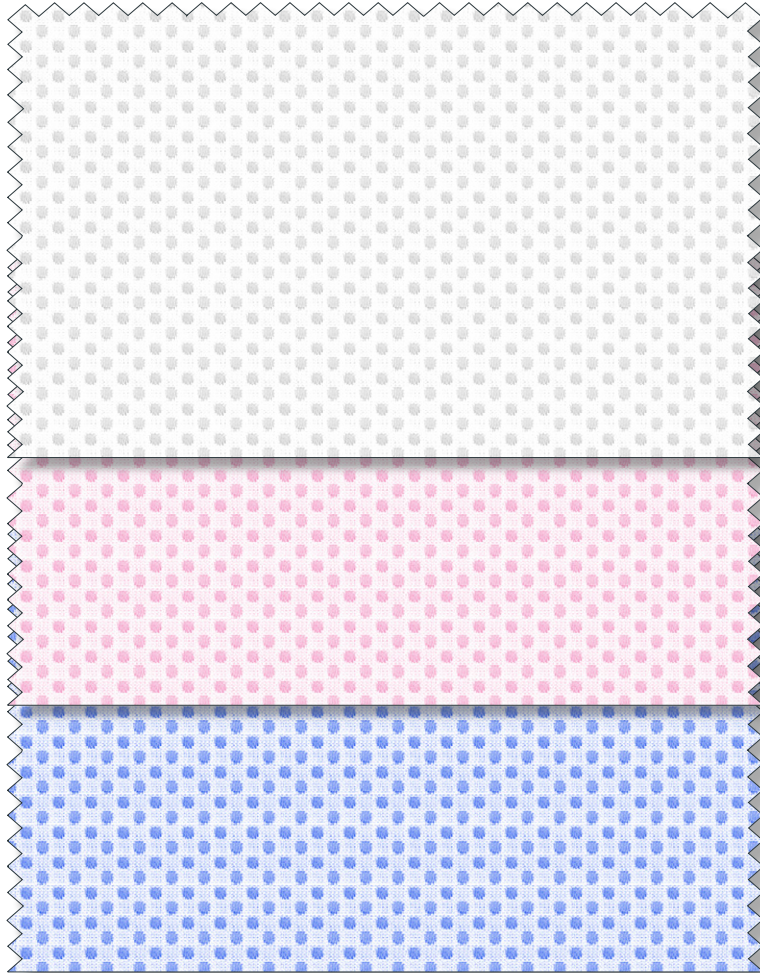
Ergänzende Klassiker zu den vorhandenen
NOS-Artikeln in zeitlosen Farben.

Complementary classics to
the existing range of NOS articles
in timeless colors.

Additional Offer

NEVER OUT OF STOCK

7001



F

REGULAR
D266 Ruby
RL 66
34-50



00

7001/00

E

REGULAR
R786 Ruby
RL 65
34-50



51

12



100%
Cotton

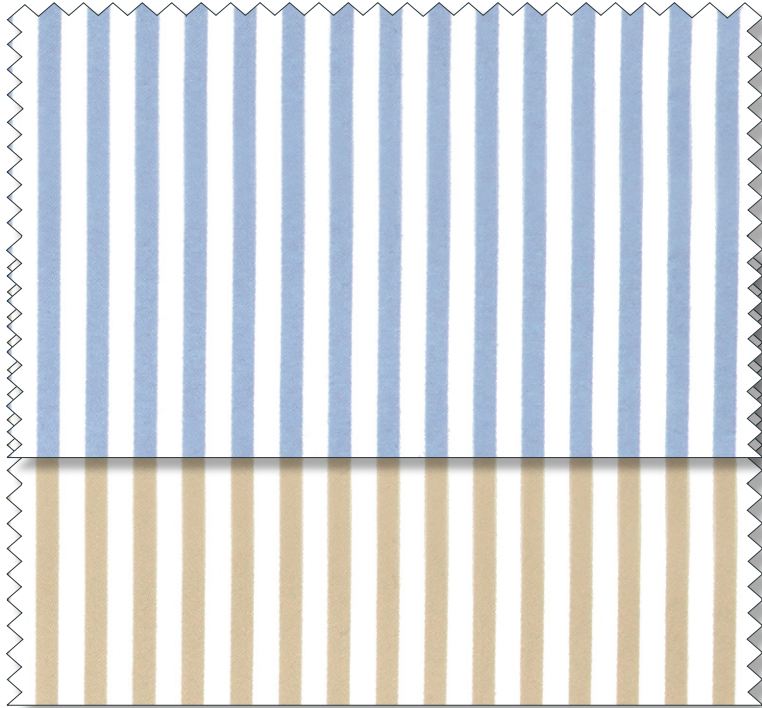


Easy
Iron

Additional Offer

NEVER OUT OF STOCK

6281



12

E

REGULAR
D708 Ruby
RL 66
34-52



F

FITTED
DF47 Favi
RL 63
34-46



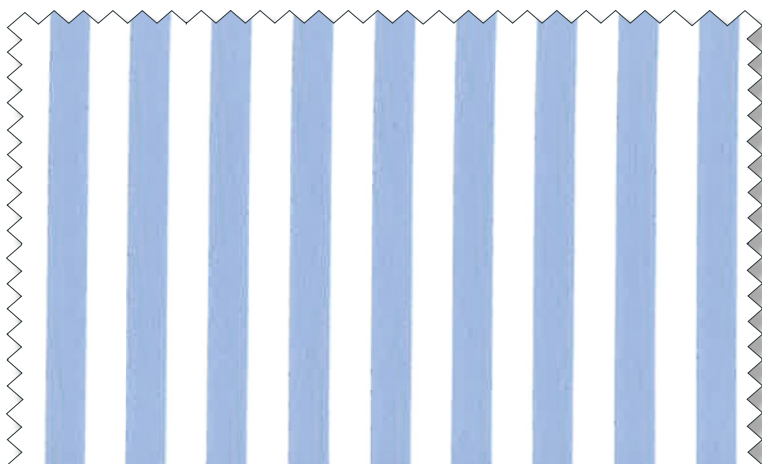
Stretch



Garment
Washed

69% Cotton
27% Polyamide
4% Elastane

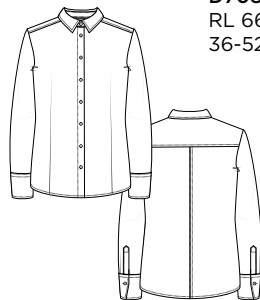
6299



12

E

REGULAR
D708 Ruby
RL 66
36-52



Stretch

69% Cotton
27% Polyamide
4% Elastane

Additional Offer

NEVER OUT OF STOCK

840/00/19/39

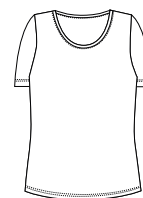


00

19

39

A



REGULAR
Tine
XS - XL

70% Cotton
30% Lyocell



LIMITED ON STOCK

Bestseller werden in den Hauptgrößen zur
Nachlieferung verfügbar sein. Gemäß dem
Verkaufszeitraum des Artikels und solange
der Vorrat reicht.

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

Limited on Stock

available from 15.01.2026 - as long as stocks last

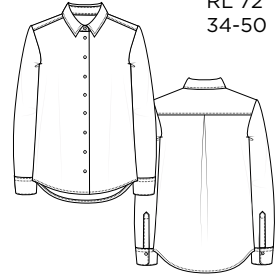
7878



100% Viscose

E

REGULAR
D935 Rita
RL 72
34-50



14

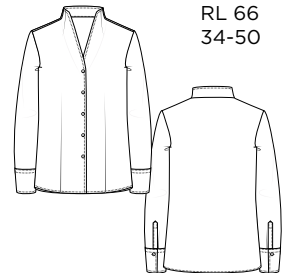
7876



100%
Cotton

G

REGULAR
D266 Ruby
RL 66
34-50



14

Limited on Stock

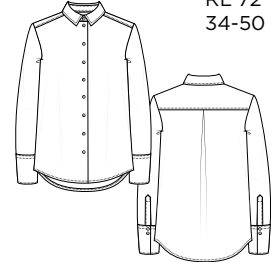
available from 15.01.2026 - as long as stocks last

7876



F

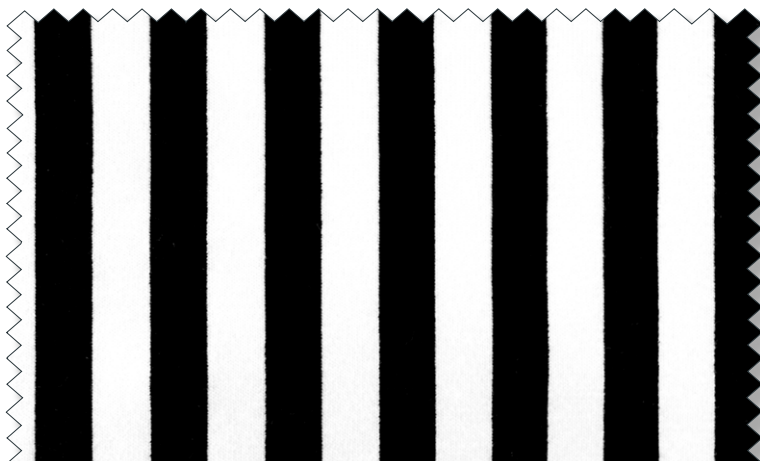
REGULAR
D247 Rita
RL 72
34-50



53



6308



E

FITTED
DF56 Fiona
RL 66
34-46



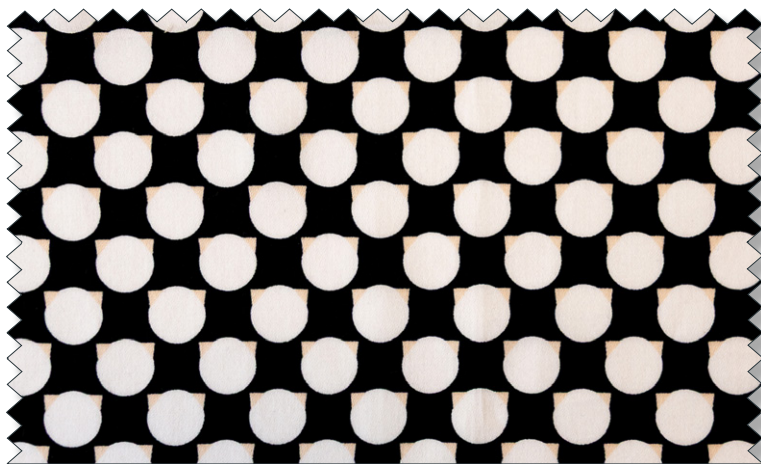
19

95% Cotton, 5% Elastane

Limited on Stock

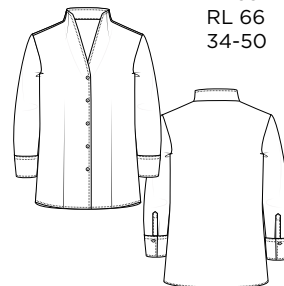
available from 15.01.2026 - as long as stocks last

7883



G

REGULAR
R469 Ruby
RL 66
34-50



39

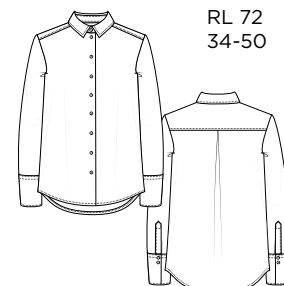
7886



100% Viscose

F

REGULAR
D247 Rita
RL 72
34-50

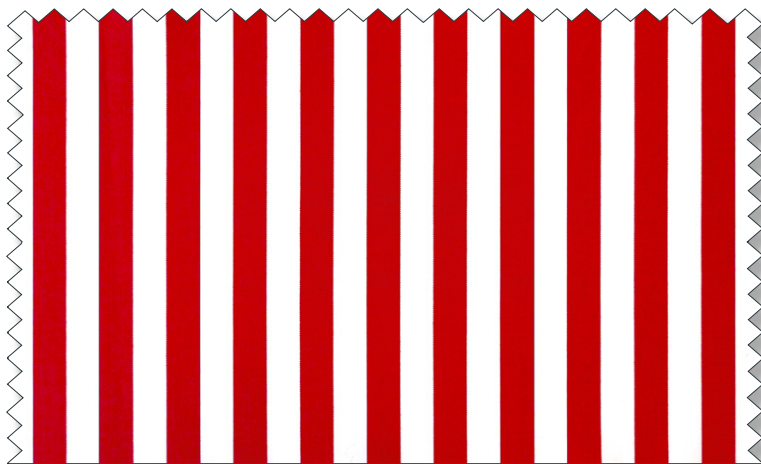


39

Limited on Stock

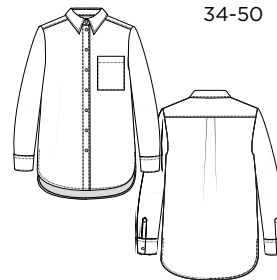
available from 15.01.2026 - as long as stocks last

6366



E

LOOSE
D456 Laura
RL 68
34-50



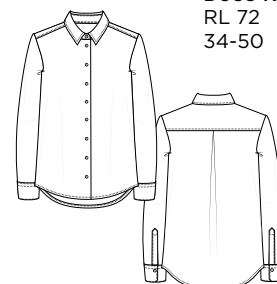
50

7891



G

REGULAR
D935 Rita
RL 72
34-50



54

Limited on Stock

available from 15.01.2026 - as long as stocks last

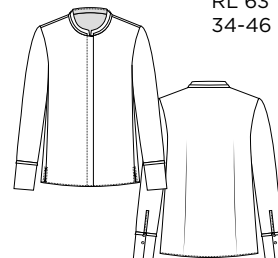
5585



95% Cotton, 5% Elastane

F

FITTED
DF47 Favi
RL 63
34-46



00

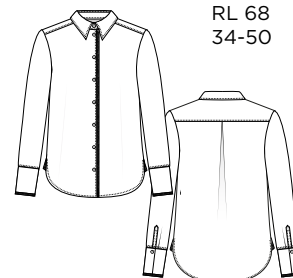
6008



70% Cotton, 30% Lyocell

F

REGULAR
D443 Rita
RL 68
34-50

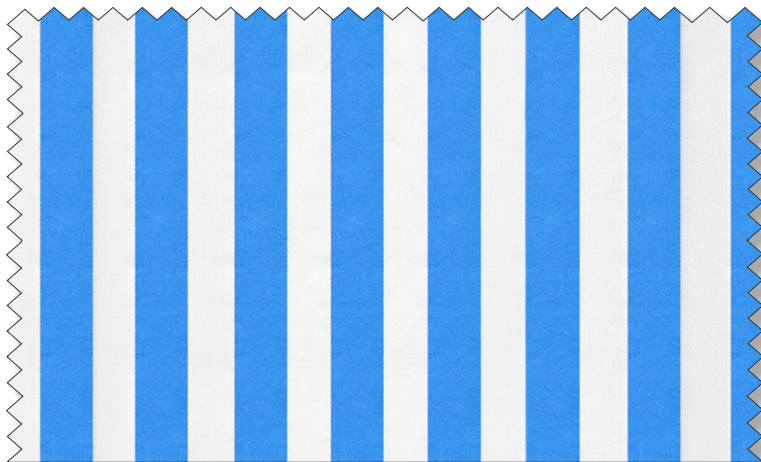


52

Limited on Stock

available from 15.02.2026 - as long as stocks last

6393



100% Viscose

E

OVERSIZE
H311
RL 70
34-50



11

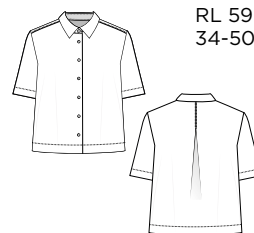
5478



100%
Cotton

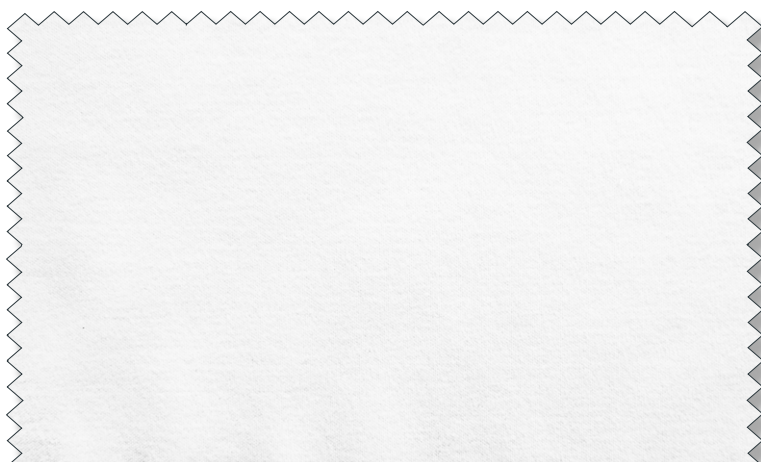
E

LOOSE
H366 Laura
RL 59
34-50



11

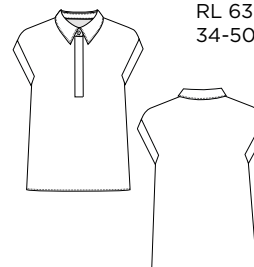
5158



100%
Cotton

E

OVERSIZE
H552
RL 63
34-50



00

Limited on Stock

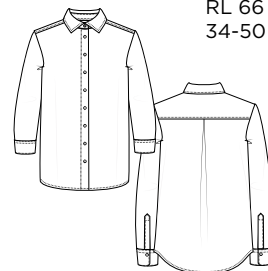
available from 15.02.2026 - as long as stocks last

7895



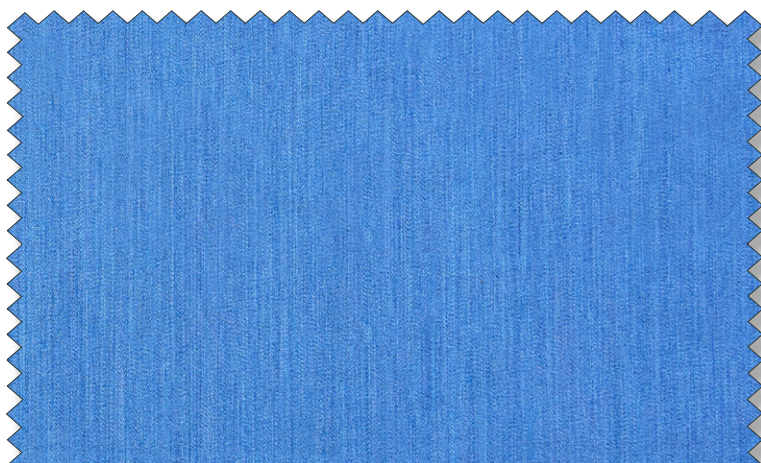
E

REGULAR
R352
RL 66
34-50



45

5530



62% Cotton, 32% Polyamid, 6% Elastane

F

LOOSE
R448 Laura
RL 68
34-50



15

7903



D

REGULAR
H354 Rita
RL 69
34-50



01



Limited on Stock

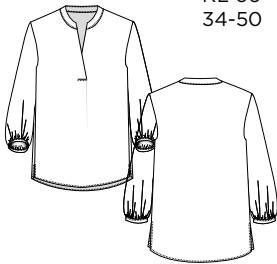
available from 15.03.2026 - as long as stocks last

7911



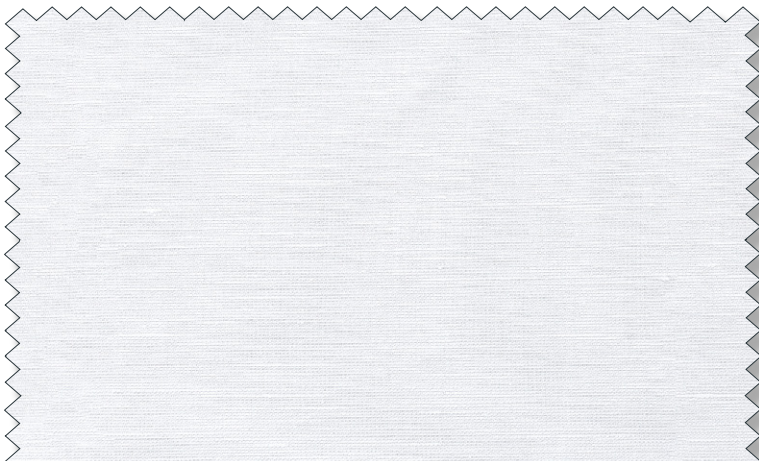
F

LOOSE
R435 Laura
RL 66
34-50



70

5155



59% Cotton, 41% Linen

E

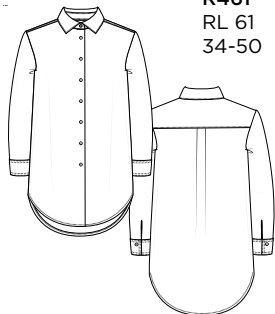
REGULAR
H450 Rita
RL 70
34-50



00

F

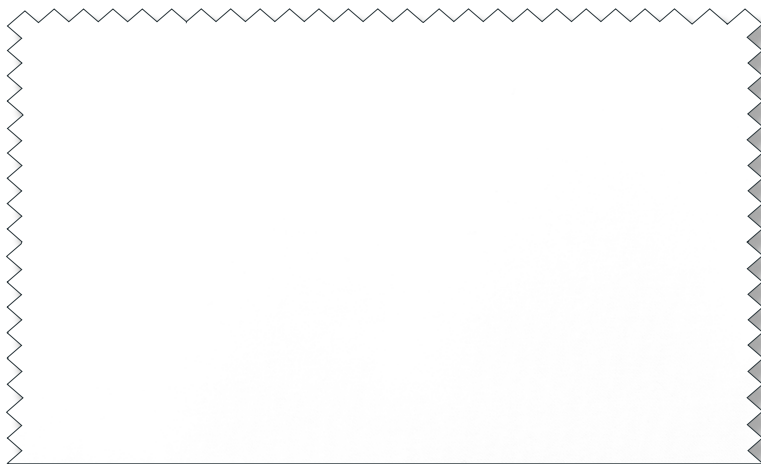
LOOSE
R461
RL 61
34-50



Limited on Stock

available from 15.03.2026 - as long as stocks last

5585



95% Cotton, 5% Elastane

E

LOOSE
A438 Laura
RL 74
34-50



00

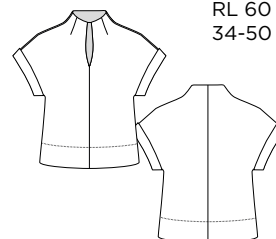
5155



59% Cotton, 41% Linen

F

OVERSIZE
H302
RL 60
34-50



20

7106



54% Cotton, 46% Viscose

E

LOOSE
H271
RL 60
34-50



28

1863

— by —

ET ER NA

Limited on stock: Exklusive Modelle aus der
Premiumlinie 1863 by ETERNA –
hochwertig verarbeitet, modern interpretiert
und in limitierter Stückzahl verfügbar.
Nur für kurze Zeit und solange der Vorrat reicht.

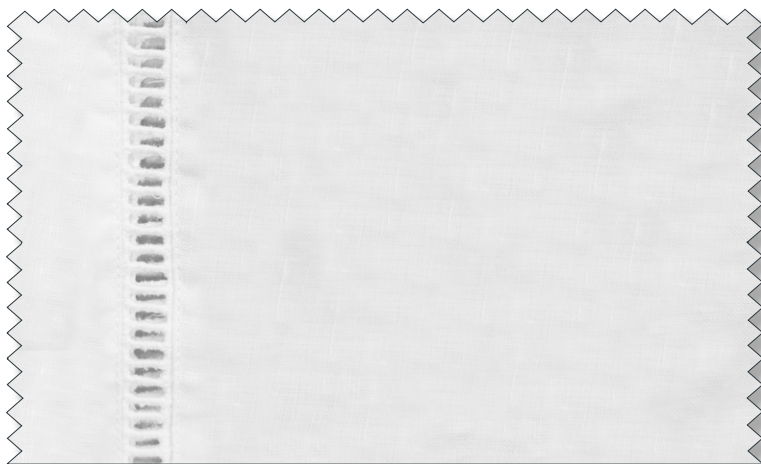
Limited on stock: Exclusive models from the
premium line 1863 by ETERNA –
high-quality workmanship, modern inter-
pretation and available in limited quantities.
Only for a short time and while stocks last.



Limited on Stock

available from 15.02.2026 - as long as stocks last

5365



100% Linen

(L)

OVERSIZE
DP28
RL 68
34-48



00

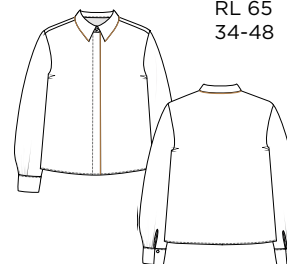
5464



51% Cotton, 49% Polyester

(L)

OVERSIZE
DP34
RL 65
34-48



00

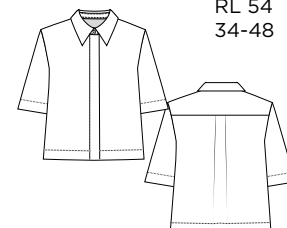
5212



79% Cotton, 18% Polyamid, 3% Elastane

(G)

OVERSIZE
HP96
RL 54
34-48



00



Best in Class

	PAGE:
Satin Shirt	16
Cover Shirt	18
Performance Shirt	20
Jersey Shirt	22
Soft Luxury Shirt	24
Signature Shirt	26
Viscose Shirt	28
Oxford Shirt	30

Additional Offer

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Limited on Stock

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37

Regular

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5352/00 D708	Ruby	17
5352/12 D708	Ruby	17
5352/19 D708	Ruby	17
5352/39 D708	Ruby	17
5352/85 D708	Ruby	17
5352/00 D282	Ruby	17
5585/00 A217	Ruby	17
5585/00 A766		17
5008/00 D708	Ruby	19
5008/10 D708	Ruby	19
5008/39 D708	Ruby	19
5008/50 D708	Ruby	19
5008/00 H965	Rita	19
5008/39 H965	Rita	19
5270/01 D295	Rita	27
5124/00 D935	Rita	29
5124/12 D935	Rita	29
5124/50 D935	Rita	29
6008/12 D935	Rita	29

Loose

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5212/00 DS19	Laura	25
5270/01 D931	Laura	27
5270/39 D931	Laura	27

Fitted

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5352/00 DF44	Favi	17
5008/00 D10Y	Favi	19
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5377/39 DF04	Fiona	21
5158/00 DF05	Fiona	23
5158/19 DF05	Fiona	23
5158/39 DF05	Fiona	23
5212/00 DY67	Favi	25

Oversize

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5585/00 D373		17
5585/39 D373		17

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Registergericht | Court of registration: Passau
Registernummer | Commercial register number: HRB 6981

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