



NOS HERBST/WINTER 2020

NOS AUTUMN/WINTER 2020

01.07.2020 - 31.12.2020

Bluse:

ET ER NA

” DIE BLUSE IST DAS KEYPIECE IHRES OUTFITS.
BEI ETERNA FINDEN SIE IMMER DIE PASSENDE BLUSE,
UM EINEN MODERNEN LOOK ZU KREIEREN. ”

THE BLOUSE IS THE KEYPIECE OF YOUR OUTFIT.
AT ETERNA YOU WILL ALWAYS FIND THE MATCHING BLOUSE
TO CREATE A MODERN LOOK.

Sylvia Haine, Head of Design

ETERNA BLUSEN PRODUKTLINIEN

PRODUCT LINES OF ETERNA BLOUSES



MODERN CLASSIC

Zeitlose Modernität und
perfekt sitzende Passformen

Timeless modernity and perfectly fitting fits

KLASSISCHE BLUSENFORMEN UND
DESSINS FÜR BUSINESS UND FREIZEIT.

Classic shapes and designs for
business and leisure.

AUCH IN KÖRPERNAHEN SLIM-FIT-FORMEN.

Also available in body-hugging Slim Fit shapes.



1863 BY ETERNA

Für Frauen, die
das Besondere suchen

For women who looking for something special

MODERNE SCHNITTE VERBUNDEN MIT
QUALITATIV HOCHWERTIGEN STOFFEN.

Modern fits combined with
high quality fabrics.

FITTED-MODELLE IN KÖRPERNAHER SILHOUETTE.

Fitted styles creating a body-hugging silhouette.



ETERNA

EVERYDAY FOR FUTURE.



PRODUCT



Geprüft auf Schadstoffe.
www.oeko-tex.com/standard100

Schadstoffgeprüfte
Produkte

Products tested for
harmful substances



PRODUCTION



Sustainable Textile Production.
www.oeko-tex.com/step

Saubere Umwelt
Soziale Verantwortung

Clean environment
Social responsibility



CERTIFICATION OF THE ENTIRE SUPPLY CHAIN



Geprüft auf Schadstoffe und nachhaltig
produziert gemäß OEKO-TEX® Richtlinien.
www.madeingreen.com

Schadstoffgeprüfte Materialien
Sichere & soziale Arbeitsplätze
Umweltfreundliche Betriebe

Materials tested for harmful
substances, secure and social jobs,
environmentally friendly company

WIR MACHEN ÖKO WIEDER LOGISCH!



EINFACH #NATURALLY: Wir handeln selbstverständlich nachhaltig. Für ETERNA ist es ganz natürlich, Mode und Umwelt miteinander zu vereinen.

We make eco logical again! SIMPLY #NATURALLY: We act sustainably as a matter of course. For ETERNA it is natural to unite fashion and environment.

ZERTIFIZIERT
MIT HÖCHSTEM STANDARD

Wir sind bereits **seit 20 Jahren** – als weltweit erster Hersteller in der Modewelt – mit dem höchsten OEKO-TEX®-Standard zertifiziert.

We have been certified with the highest OEKO-TEX® standard for **20 years** - as the world's first manufacturer in the fashion world.

KLIMANEUTRALE
FERTIGUNG



Große Teile der Produktion u. a. die Premiumlinie **1863 by ETERNA** und die WE CARE Kollektionen werden durch Kompensationsleistung **CO₂-neutral gefertigt**.

Large parts of the production are made CO₂ neutral by compensation payments - also our premium line 1863 by ETERNA and our WE CARE collections.

WE CARE
KOLLEKTION



WE CARE Kollektionen bestehen ausschließlich aus **nachwachsenden** und **recyclten Materialien**. Mit dem Verkauf unterstützen wir den Naturschutzbund.

WE CARE collections exclusively consist of renewable and recycled materials. We support the nature conservation association by selling these items.



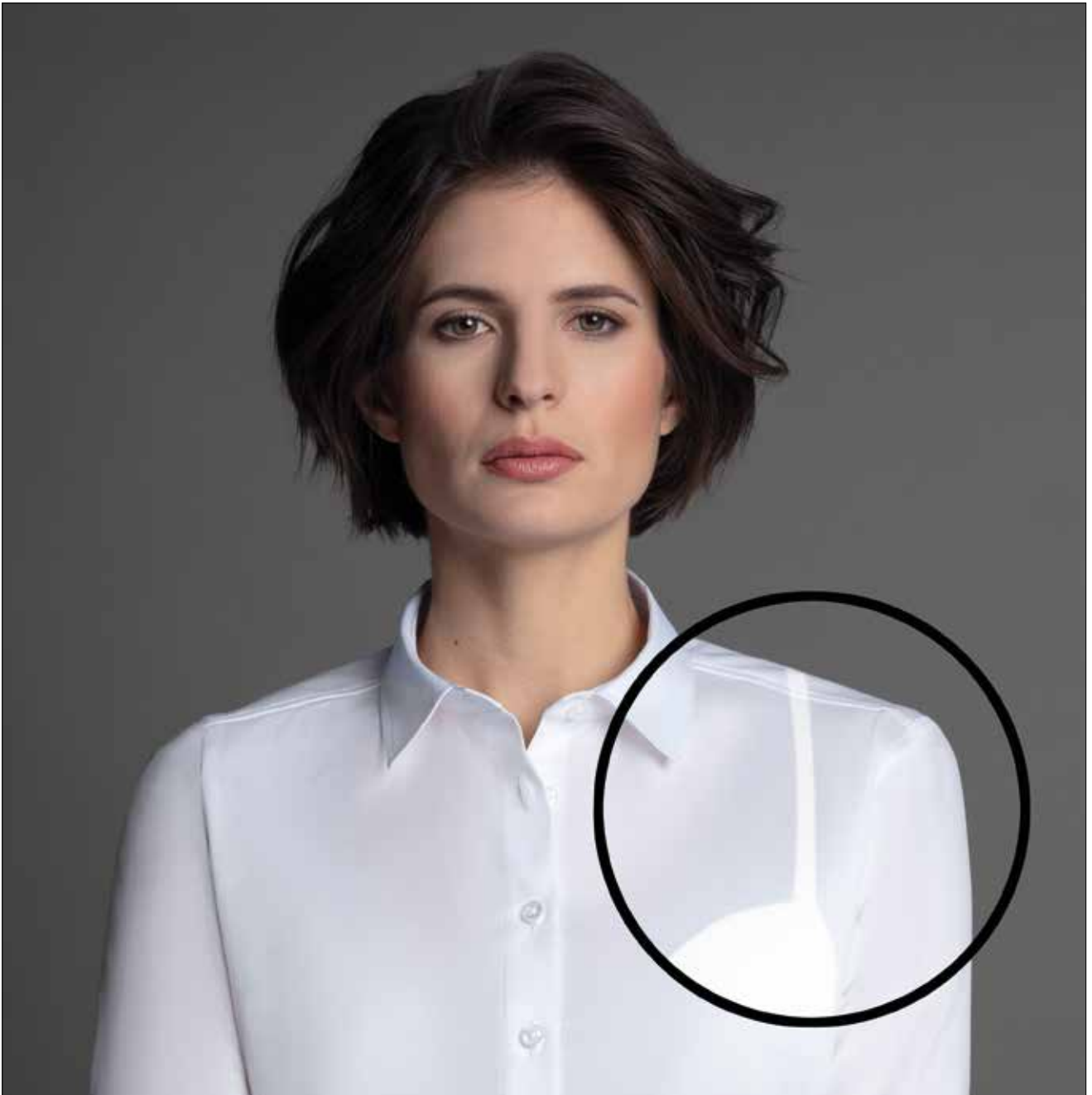
WWW.ETERNA-NATURALLY.COM

Einfach, transparent, nachweisbar.

Simple, transparent, verifiable.



MODERN CLASSIC



ET ER NA

COVER SHIRT

BLICKDICHT - OPAQUE



COVER SHIRT

BLICKDICHT - OPAQUE

NEW!

Blickdicht. Verdeckt alles, was Frau nicht zeigen will.
Für einen sicheren Auftritt.

Opaque. Covers everything a woman does not want to show.
For a confident appearance.

5008



D



D708
RL 66
34-50

D

*Slim
fit*

00



D10Y
RL 66
34-44

10

NON IRON

100%
COTTON

BLICKDICHT
OPAQUE

5585



F

Slim Fit

DY54
RL 68
34-44



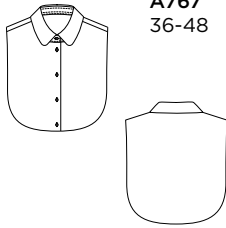
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95% CO
5% EA

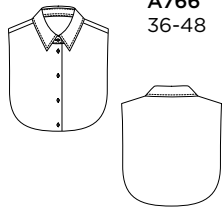
A

A767
36-48



A

A766
36-48

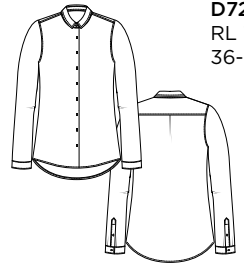


5585



E

D721
RL 72
36-50



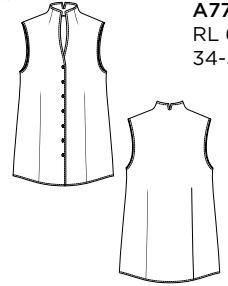
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95% CO
5% EA

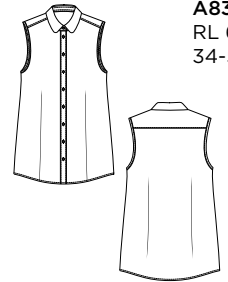
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A775
RL 65
34-50



C

A832
RL 64
34-50



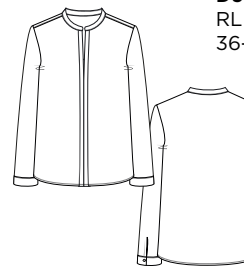
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H879
RL 72
34-50

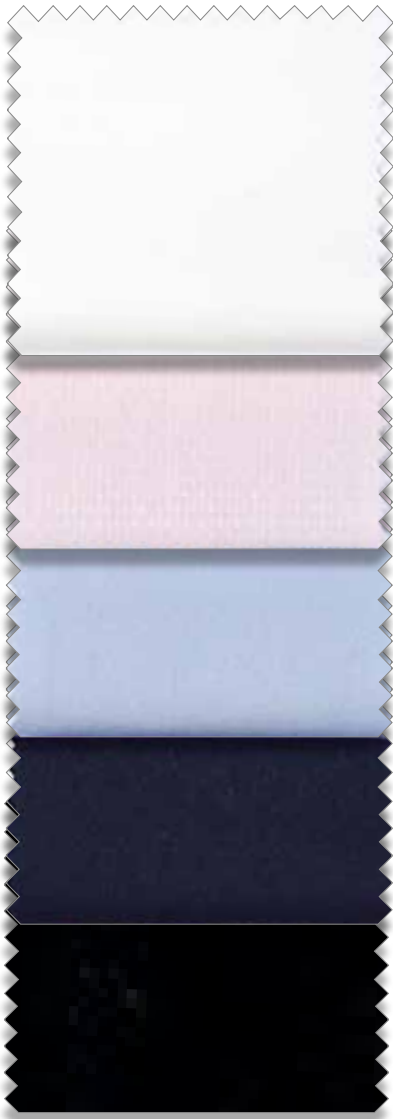


E

D915
RL 70
36-48



5352



00

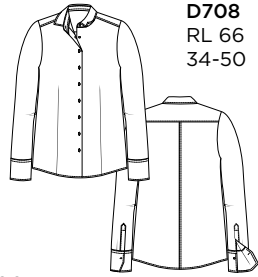
85

12

19

39

(E)



D708
RL 66
34-50

EASY IRON STRETCH 95% CO 5% EA

5352



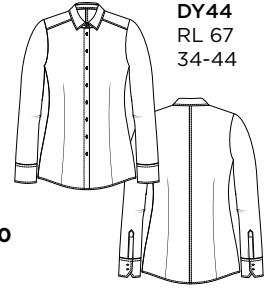
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12

19

39

(E)



DY44
RL 67
34-44

EASY IRON STRETCH 95% CO 5% EA

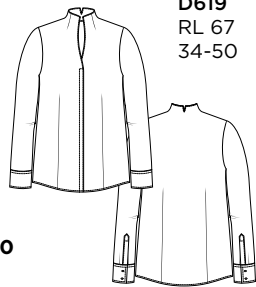
5352



00

19

(F)



D619
RL 67
34-50

EASY IRON STRETCH 95% CO 5% EA

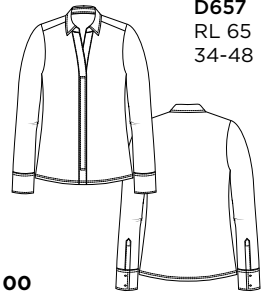


5003/00 R786

5213



F



D657
RL 65
34-48

00

39



95% CO
5% EA

5112



C

*Slim
fit*



AY07
RL 66
34-44

00

E



79% CO
18% PA
3% EA

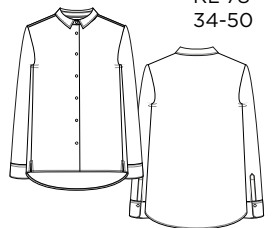
DY07
RL 66
34-44



5145



C



D904
RL 78
34-50

00



100%
COTTON

5003/00



B



A791
RL 65
34-50

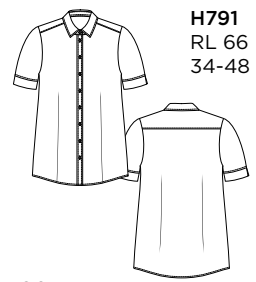
00

EASY IRON STRETCH 98% CO 2% ED

5003/00
5555/11



B



H791
RL 66
34-48

00

5003 EASY IRON STRETCH 98% CO 2% ED

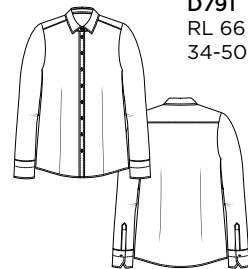
5555 NON IRON STRETCH 97% CO 3% ED

11

5003/00
5555/11/39



C



D791
RL 66
34-50

00



11

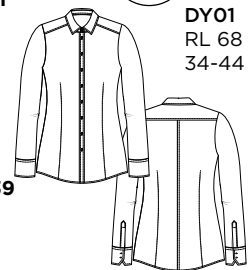
5003 EASY IRON STRETCH 98% CO 2% ED

5555 NON IRON STRETCH 97% CO 3% ED

39

C

Slim fit

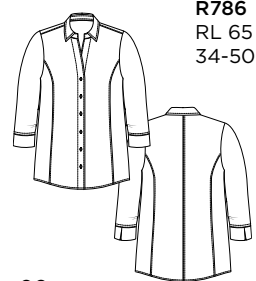


DY01
RL 68
34-44

5003/00
5555/39



C



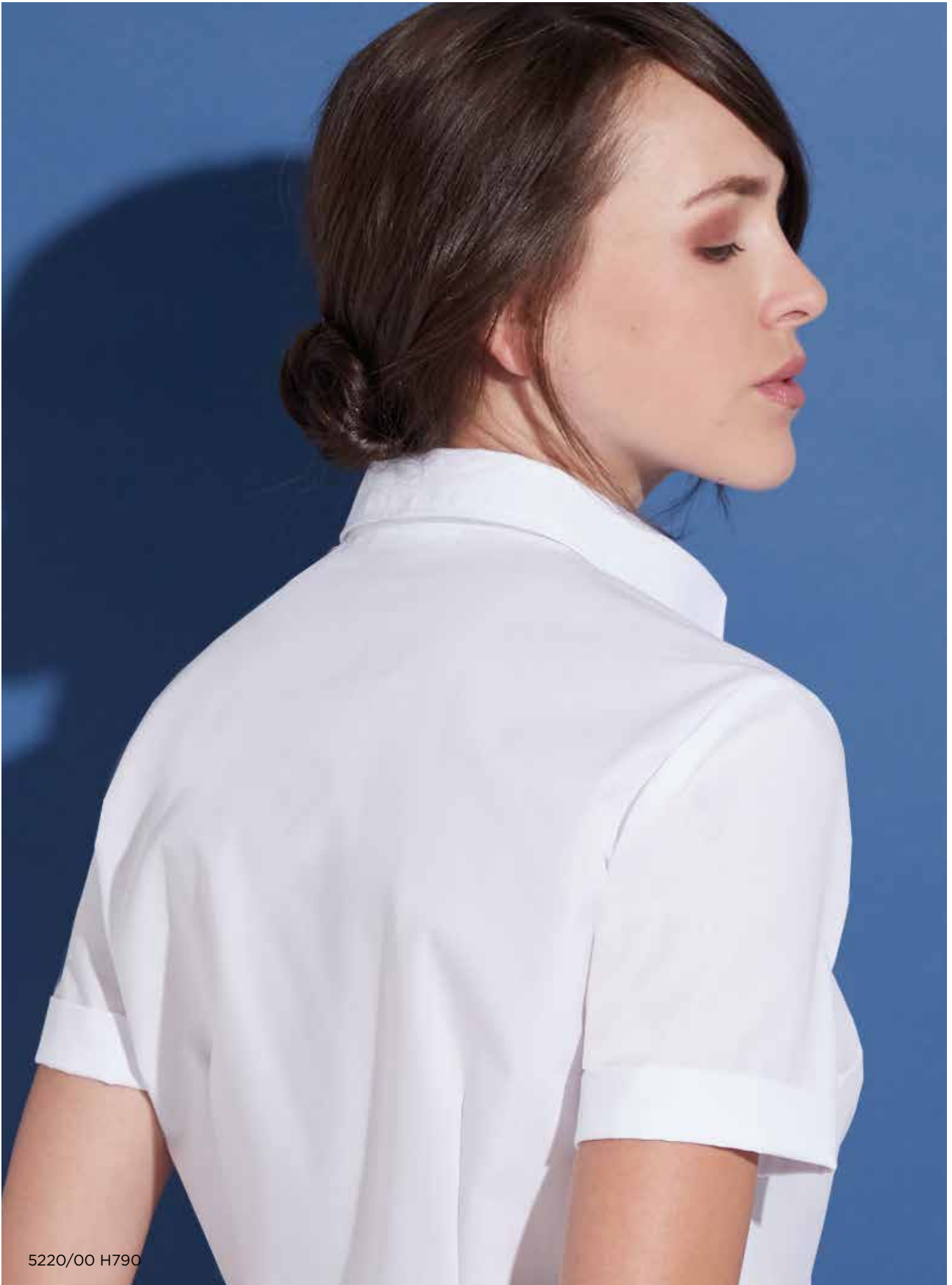
R786
RL 65
34-50

00

5003 EASY IRON STRETCH 98% CO 2% ED

5555 NON IRON STRETCH 97% CO 3% ED

39



5220/00 H790

ET ER NA

BAUMWOLLE HÖCHSTER QUALITÄT

Wichtigstes Qualitätsmerkmal ist die Faser- bzw. Stapellänge der Rohbaumwolle. Die von ETERNA verwandte Baumwolle gehört zu den **extralangstapeligen** Qualitäten, ist fein und hat einen seidigen Glanz.

The most important quality feature is the fiber or staple length of the raw cotton. The one used by ETERNA belongs to the extra long staple qualities, is fine and has a silky sheen. Only 3 percent of the world's cotton meets the high demands of ETERNA.

3%
Nur 3% der weltweiten Baumwolle entspricht den hohen Ansprüchen von ETERNA.

Die feinste Extralangstapelbaumwolle garantiert die besondere ETERNA-Haptik, die Optik und den Tragekomfort. Auch die Brillanz der Farben im Gewebe kommt über diese qualitativ hochwertige Baumwolle voll zur Geltung. Dank der Extralangstapelbaumwolle sind die bügelfreien Blusen von ETERNA überdies atmungsaktiv.

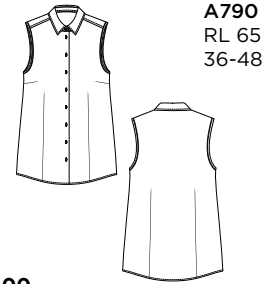
The finest extra long staple cotton guarantees the special ETERNA feel, the look and the wearing comfort. Due to this high-quality cotton the brilliance of the colours comes into effect to its fullest. The non-iron blouses of ETERNA are breathable - thanks to the extra long staple cotton.



5220



(C)



A790
RL 65
36-48

00

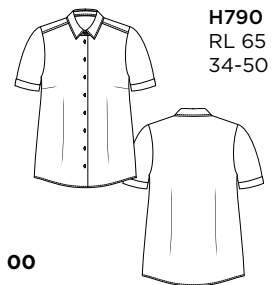
51

12

5220



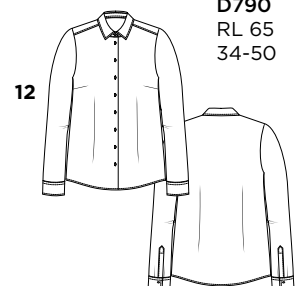
(C)



H790
RL 65
34-50

00

(D)



D790
RL 65
34-50

12

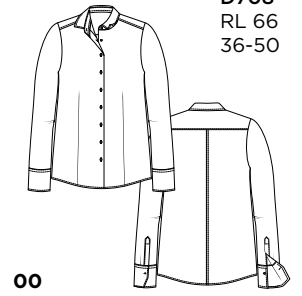


5125



E

D708
RL 66
36-50



00

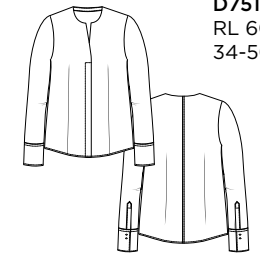


5080



E

D751
RL 60
34-50



00

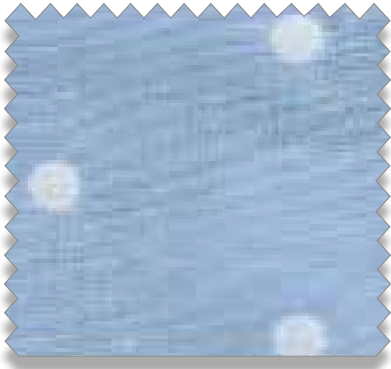


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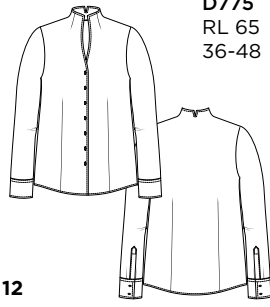
D775
RL 65
34-50



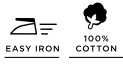
5139



F



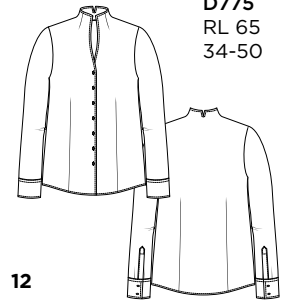
D775
RL 65
36-48



7250



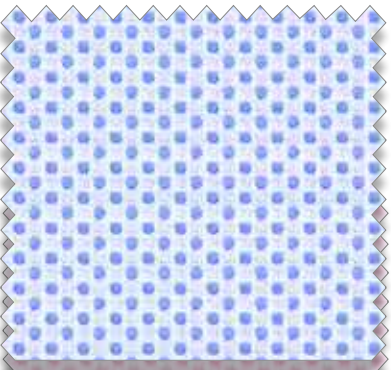
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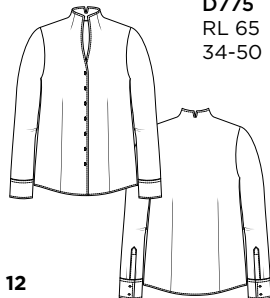
D775
RL 65
34-50



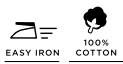
7001



F



D775
RL 65
34-50



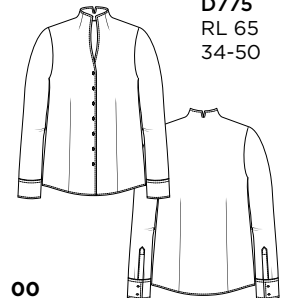
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D775
RL 65
36-48

5174



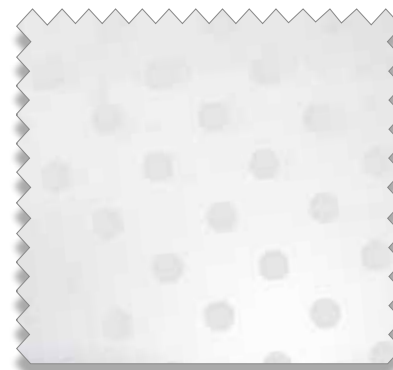
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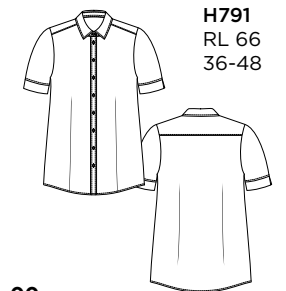
D775
RL 65
34-50



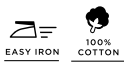
5023



D



H791
RL 66
36-48



E



R787
RL 65
34-50

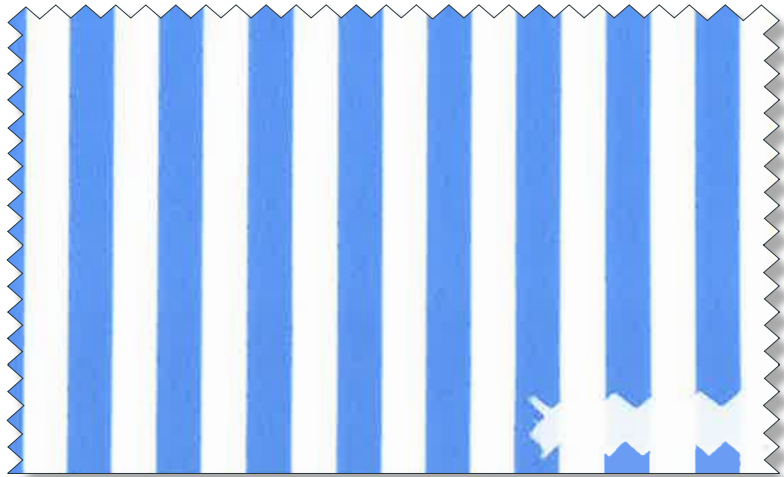


6285/19 D725

ET ERNA


SEASONALS

6299 *



D708
RL 66
36-48

12

 69% CO
27% PA
4% EA
STRETCH

6285 *



D725
RL 72
36-48

19

 100%
COTTON



7318/17 D676

ET ER NA

SEASONALS

7325 *



D790
RL 65
34-50

01



7318 *



D676
RL 75
34-48

17



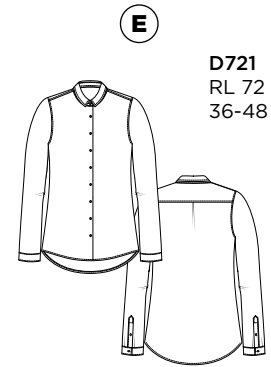


7370/19 D775

ET ERNA

S E A S O N A L S

6257 *



55



7370 *



19





7309/22 D913

ET ERNA

SEASONALS

7307 *



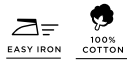
E

Slim fit

D82Y
RL 68
34-44



22



5585 *



E

Slim fit

DY59
RL 66
34-44



00



7309 *

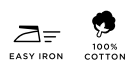


F

D913
RL 78
34-48



22





7363/55 D651

ET ER NA

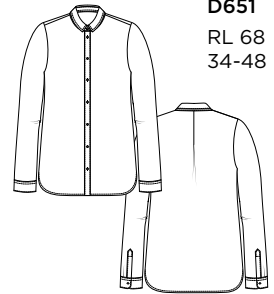
SEASONALS

7363 *



100% CV

E



D651
RL 68
34-48

55

7353 *



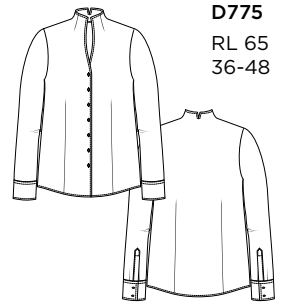
19

7375 *



25

F



D775
RL 65
36-48



7368 *



19

7368 *



50

E



D651
RL 68
36-50



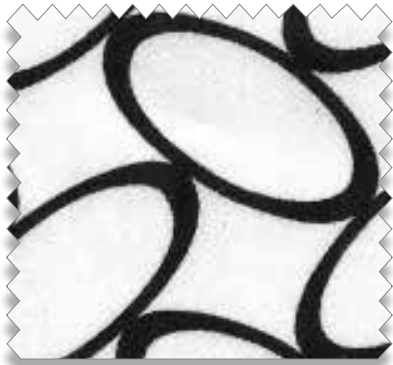


7312/39 D780

ETERNA

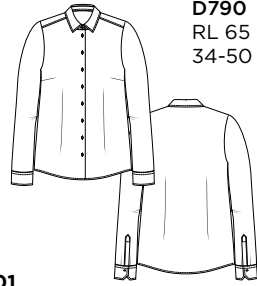
SEASONALS

7377 *



100%
COTTON

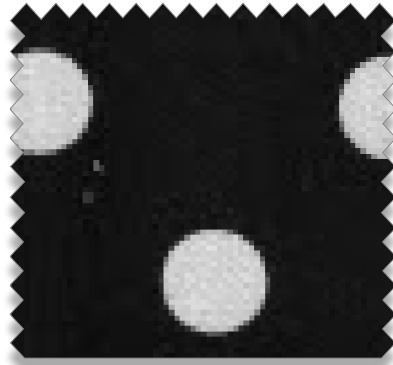
(E)



D790
RL 65
34-50

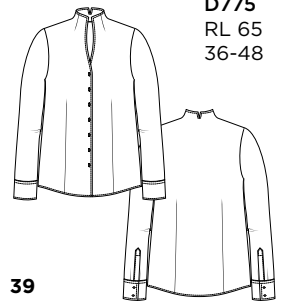
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7384 *



EASY IRON
100%
COTTON

(F)



D775
RL 65
36-48

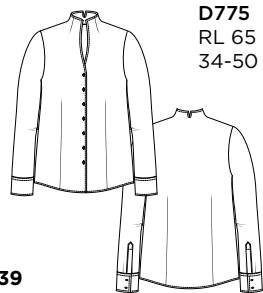
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7377 *



100%
COTTON

(F)



D775
RL 65
34-50

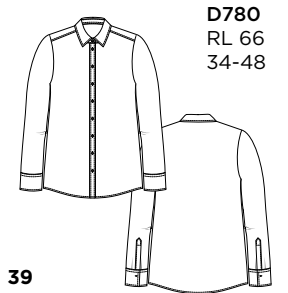
39

7312 *



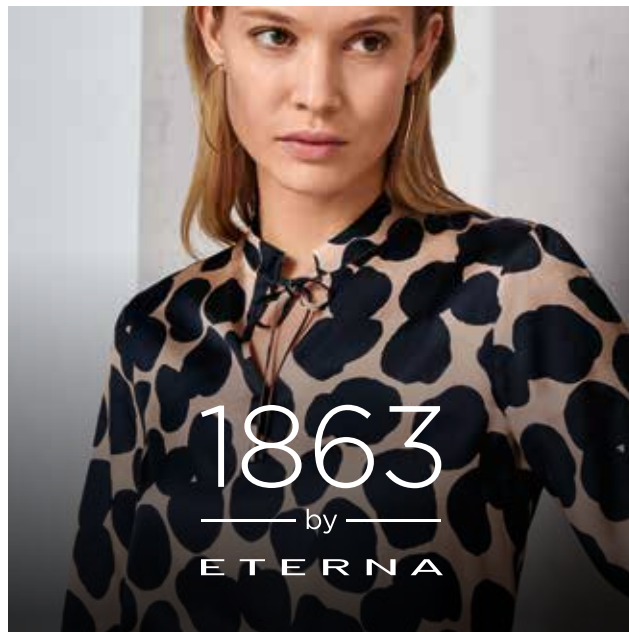
EASY IRON
100%
COTTON

(E)



D780
RL 66
34-48

39





Unsere Premium-Blusen
sind CO₂-neutral.



Our PREMIUM blouses are CO₂ neutral.

7415 *



100% CV

G



FS21
RL 67
34-48

25

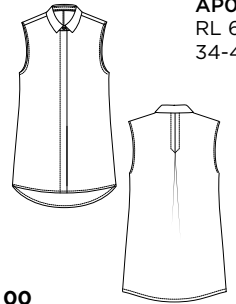
5412



EASY IRON STRETCH

75% CO
21% PA
4% EA

E



APO6
RL 68
34-48

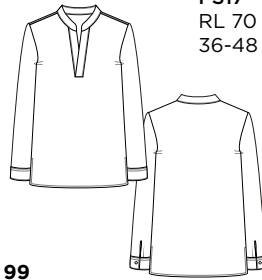
00

7062 *



100% CV

G



FS17
RL 70
36-48

99

5212



EASY IRON STRETCH

79% CO
18% PA
3% EA

F



DS98
RL 63
34-46

00



1863
by
ETERNA

CASUAL LUXURY

Sportive, gewaschene Blusen in Twill verbinden lässiges Casual-Feeling mit entspanntem Premium-Look. Durch den weichen Griff und die unkonstruierten Kragen und Manschetten wirkt die Hemdbluse relaxed und erhält durch den leichten Glanz und die weiche Stoffqualität einen Touch Luxus.

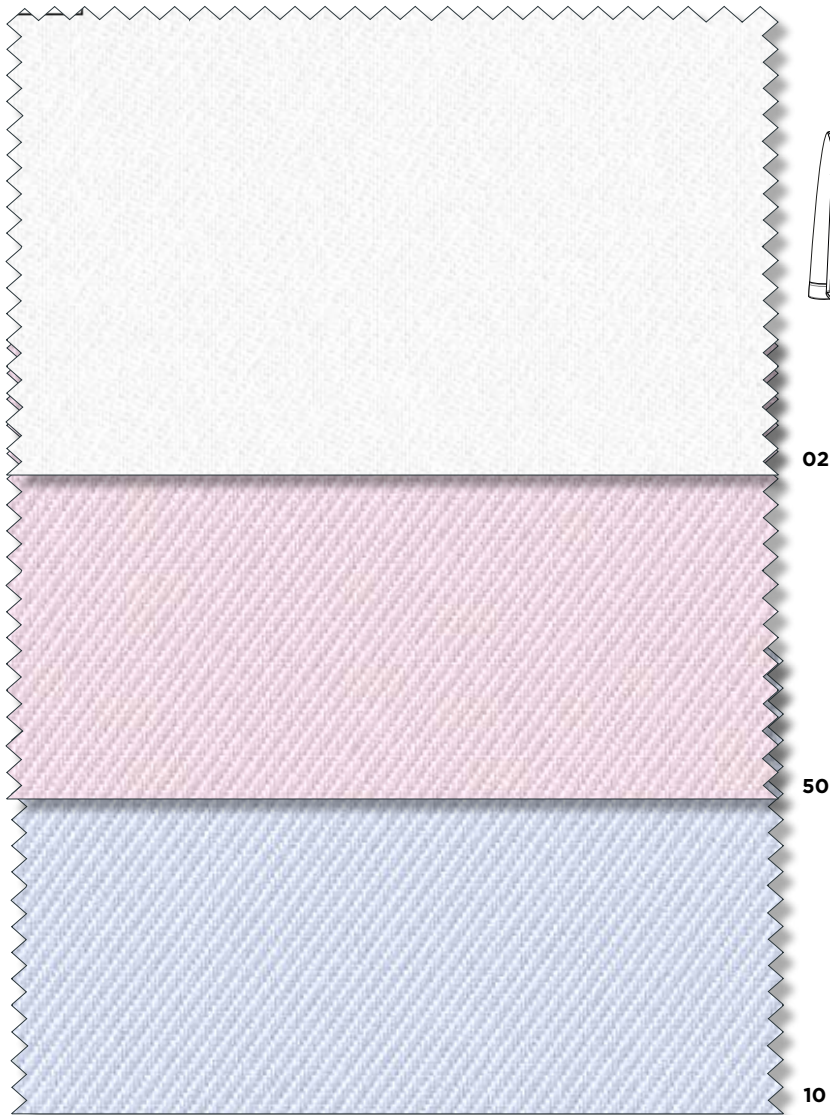
Sporty, washed blouses in twill combine a casual feeling with a relaxed premium look. The soft touch and the unconstructed collars and cuffs give the shirt blouse a relaxed look and a touch of luxury due to the light sheen and the soft fabric quality.



CASUAL LUXURY

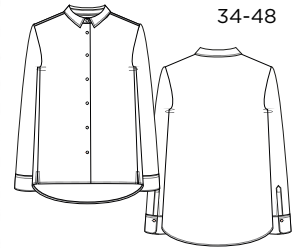
NEW!



5850



F

DS90
RL 78
34-48



 **EASY IRON**  **100% COTTON**

ET ER NA

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MODERN CLASSIC

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Außendienst National/domestic agents

NATIONAL SALES DEPARTMENT:

Tel.: +49 851 98 16 - 200
Fax: +49 851 98 16 - 470
E-Mail: nationalsales@eterna.de

IHR BETREUENDER AUSSENDIENST:

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Sachsen-Anhalt, Sachsen, Thüringen,
Berlin, Brandenburg

Tino Eckelt

Mitteldeutsches Mode Center
Haus C, 2. OG, Raum Nr. 254
Münchener Ring 2
04435 Schkeuditz
Mobil: +49 170 2301974
E-Mail: tino.eckelt@eterna.de

Hamburg, Schleswig-Holstein,
Bremen, Niedersachsen

Martina Schultze

Fax: +49 40 65055001
Mobil: +49 172 8878411
Modezentrum Hamburg
Modering 11, Haus M11
1 Etage Raum 117
22457 Hamburg
Tel.: +49 40 18072787
Fax: +49 40 58969401
E-Mail: martina.schultze@eterna.de

Mecklenburg-Vorpommern

André Simonsen

Showroom:
Modezentrum Hamburg
Haus M11, Etage 1, Raum 117
Modering 11
22457 Hamburg
Tel.: +49 40 18072787
Fax: +49 40 58969401
Mobil: +49 151 40558407
E-Mail: andre.simonsen@eterna.de

Rheinland-Pfalz, Saarland, Hessen

Andrea Bernhardt-Wolf

Tr3ndagentur
Orderbüro Eschborn
Haus 3 / Etage 7 / Raum 753
Kölnerstr. 1
65760 Eschborn
Tel.: +49 6196 7753153
Fax: +49 6196 7753154
Mobil: +49 178 77 77 212
a.bernhardt-wolf@tr3ndagentur.de

Baden-Württemberg, Bayern, Schwaben

Mario Spohn

Showroom Haus der Mode
6. OG, Raum 321
Mahdentalstr. 96-98
71065 Sindelfingen

MTC München
Haus 4 / Raum 402
Taurusstr. 45
80807 München
Mobil: +49 160 1765103
Fax: +49 7031 4137223
E-Mail: mario.spohn@eterna.de

Nordrhein-Westfalen/Nord, Münster,
Detmold, Teilgebiet Weser-Ems,
Sauerland

Agentur Fabisch

Elke Fabisch

Tel.: +49 5207 8623
Fax: +49 5207 8645
Mobil: +49 171 6234454
E-Mail: elke.fabisch@eterna.de

Nordrhein-Westfalen/Süd
Düsseldorf, Köln

Claudia Christ

ETERNA Showroom
Halle 30, Raum-Nr. 3.01/3.0G Raum 1
Rheinmetall-Gelände
Derendorfer Allee 12
40476 Düsseldorf
Fax: +49 211 51424811
Mobil: +49 170 2248017
E-Mail: claudia.christ@eterna.de

Außendienst International/international agents

INTERNATIONAL SALES DEPARTMENT:

Tel.: +49 851 98 16 - 599
Fax: +49 851 98 16 - 467
E-Mail: export@eterna.de

IHR BETREUENDER AUSSENDIENST:

your agent

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A

Agentur Stephan Leitner-Hölzl
Fashion Mall EG - ETERNA Showroom
Carl-Zuckmayer-Straße 37
A-5021 Salzburg - Bergheim
Tel.: +43 664 9100970 o.
Tel.: +43 664 2332080
E-Mail: office@stephan-lh.at

CH

Beutler fashion group
Dominik Bünter
TMC Galleria
Thurgauerstraße 119 EG
CH-8152 Glattbrugg ZH
Mobil: +41 79 951 34 67

E-Mail: eterna@beutler.ch

NL

Annalies Perdijk Interfashion
Annalies Perdijk
World Fashion Center / 01.07.08
Kon. Wilhelminaplein 13
NL-1062 HH Amsterdam
Tel.: +31 20 4085280
Fax: +31 20 6152640
Mobil: +31 6 53 513 226
E-Mail: annalies@perdijkinterfashion.nl

BE, LU

woodville fashion agency bvba
Showroom:
Trade Mart - Fashion Gardens - Firenze F110
Atomiumlaan 1 PB 33
1020 Brussels - Belgium
Hannelore Engelbosch
Tel.: +32 477 292071
E-Mail: info@eternabelux.be
Francis Ryckmans
Tel.: +32 478 555686
E-Mail: info@eternabelux.be

F

A.C.A. Conseil et Diffusion
Claudine Mercier
76-78, avenue du Val de Beauté
F-94130 Nogent sur Marne
Mobil: +33 6 62 05 16 22
E-Mail: claudine-mercier@acaconseil.com

UA + MD

Natalia & Pavel Cojocar
Tel.: +49 211 7489069
Fax: +49 211 74905947
Mobil: +49 160 97311333
Mobil Ukraine: +380 50 8691632
Mobil Moldawien: +373 68 704430
E-Mail: eterna-cojocar@online.de

CZ + SK

MGTRADE s.r.o.
Renata de la Sierra
Gorazdova 34
81104 Bratislava
Slowakei
Mobil: +421 905 947 344
E-Mail: renka.eterna@gmail.com

DK

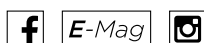
Henrik C. Svendsen
Tekstilagentur I/S
Showroom: Bella Center
Cliff Show-Rooms Stand B2-281-
Womens Blouses
Sadolinsvænget 7
DK-5230 Odense M
Tel.: +45 6591 0072
Fax: +45 6591 0076
E-Mail: kontor@hcs-tekstilagentur.dk

N

Gunnar Nilsen A/S
Mona & Roger Fausko
Norwegian Fashion Center
Rom 3f-01, Snarøyveien 30L
N-1360 Fornebu
Tel.: +47 45819550
E-Mail: gunnar.nilsen.as@online.no

ETERNA Mode GmbH | Medienstraße 12 | 94036 Passau | Germany
Registergericht | Court of registration: Passau
Registernummer | Commercial register number: HRB 6989
Geschäftsführer | CEO: Henning Gerbaulet

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