

ET ERNA

Meisterhaft seit 1863.

NEVER OUT OF STOCK
WOMEN

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:







Sustainability is not a fashion trend.

As far back as 2000, ETERNA was the **world's first manufacturer** of blouses, men's shirts and business clothing to receive the **highest OEKO-TEX® certification**, which today equals the product label MADE IN GREEN by OEKO-TEX®. We've also **disclosed our entire value chain** since 2015. This is available for anyone - you can trace your product without gaps using the EAN code.

Also, we support a **large variety of sustainability projects** and initiatives like the Better Cotton Initiative, myclimate, Green Button, TEXAID and many more.



eterna-naturally.com

#NATURALLY

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



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**.



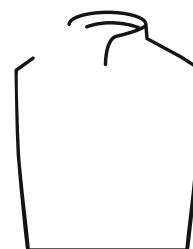
Our Blouses. Our Fits.

Blouses are basics and trend pieces at the same time. In order to develop their full potential, however, they must fit perfectly and be tailored to the individual figure, personal style and occasion. Therefore, we provide four different fits.

FIT

Oversize

Blouses in oversize are **deliberately cut wider**. They combine the classic style of a shirt with a **special casualness**. The comfortable width increases the wearing comfort. The volume of the oversize blouse makes it the key piece of an outfit.

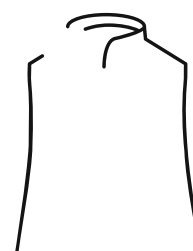


Various shapes

FIT

Loose

A **casual silhouette** is typical for loose fit blouses. **More width in the stomach and waist area** gives the blouse a **slight A-shape**. Loose-fit blouses are perfect for women who prefer a **looser fit**.



Available shape:
LAURA

FIT

Regular

Regular fit stands for **close-fitting** and at the same time **comfortable** blouses that **flatter the female silhouette** without constricting it. Thanks to their modern fit, they sit casually and offer optimal **wearing comfort**.



Available shapes:
RUBY, RITA

FIT

Fitted

Fitted blouses are **particularly figure-hugging**: their **tailored cut** perfectly accentuates a **narrow silhouette**.



Available shapes:
FAVI, FLORA, FIONA



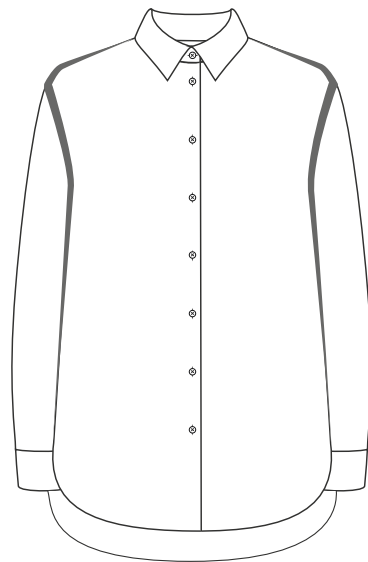
Available Shapes

In order to give you an even better orientation as to which blouse best suits your body shape, we have divided some fits into so-called shapes. If you know your favorite shape, you can be sure the next time you buy a blouse that your new blouse will fit the way you want it to.

Oversize

VARIOUS SHAPES

Oversize blouses speak for themselves and cannot be further divided into shapes.

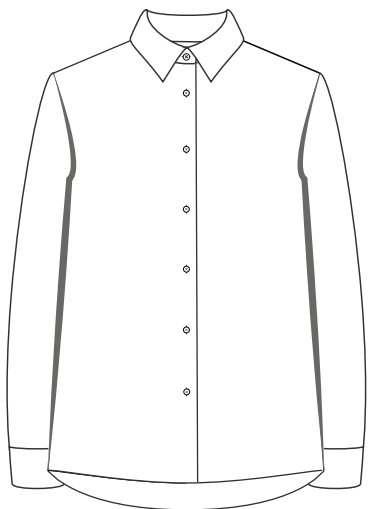


Loose

SHAPE

Laura

With a modern width in the waist and hip area, this blouse has a particularly casual cut.

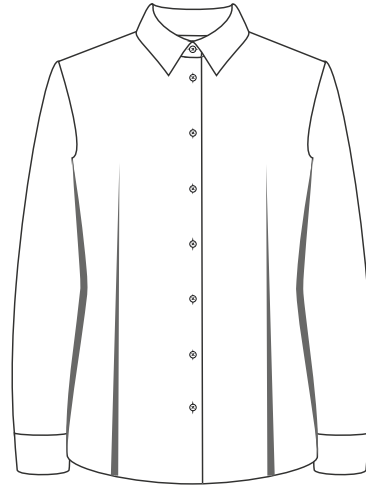


Regular

SHAPE

Ruby

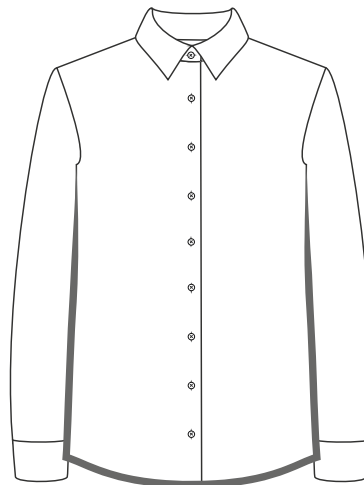
This blouse impresses with its classic, perfectly fitting and body-hugging cut. The silhouette is emphasized by waist darts.



SHAPE

Rita

The blouse has a straight cut and therefore flatters all body shapes. This model is slightly fitted at the side seam.

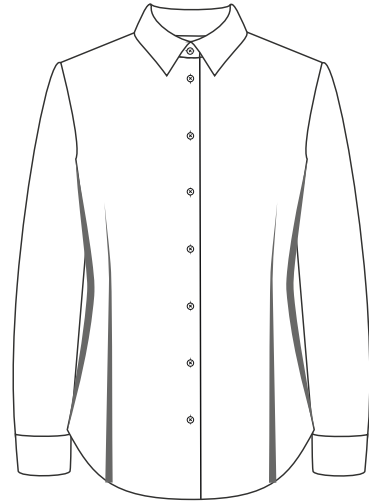


Fitted

SHAPE

Favi

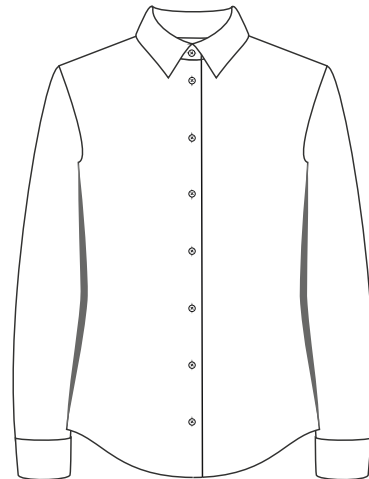
This blouse is the slimmest blouse in the ETERNA collection. Its super-slim silhouette is achieved with darts in the front and back, which clearly accentuates the figure.



SHAPE

Flora

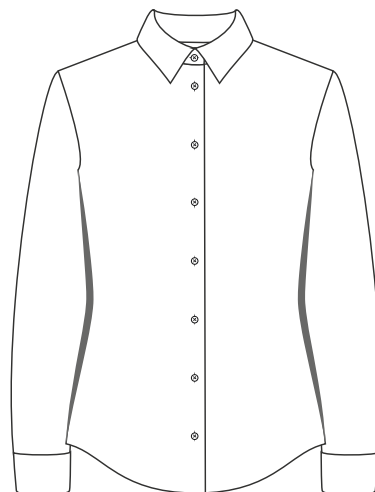
This blouse has a tailored shape and also fits snugly in the middle of the body. The waist is made via the side seam and darts or dividing seams on the back.



SHAPE

Fiona

The side seam gives this blouse a slightly tailored shape. The silhouette of the blouse subtly traces the contours of the body.





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 BiC-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.



Satin Shirt



Soft Luxury Shirt



Performance Shirt



Jersey Shirt



Cover Shirt



Signature Shirt



Viscose Shirt



Oxford Shirt



Linen Shirt

A full-length photograph of a woman with long dark hair, wearing a white long-sleeved satin shirt and dark navy trousers. She is standing against a plain light-colored wall with her left hand in her pocket. The text 'Satin Shirt' is overlaid in the center.

Satin Shirt

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



SATIN SHIRT

Satin Fabric.

Feminine and elegant - at work and at home.

The fine cotton quality (95% cotton, 5% elastane/satin fabric) with a subtle sheen and a soft feel is simply timelessly modern in its elegance. The stretch component guarantees freedom of movement.



Super
Stretch



Easy
Iron



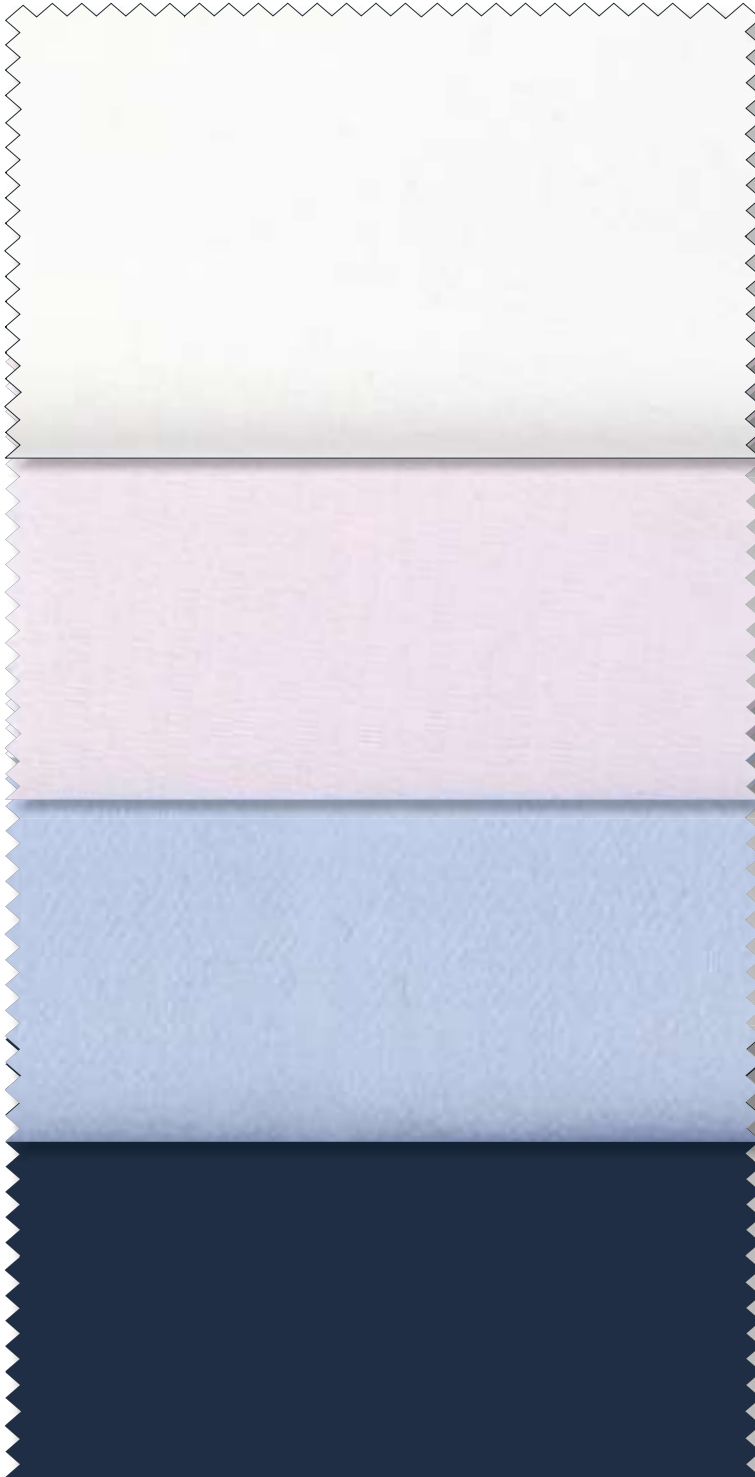
Super
Soft

Masterpiece

5352
00 D282

Satin Shirt

5352/5585



00

85

12

19

5352/00/85/12/19

E

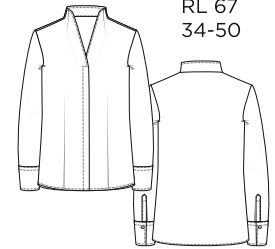
REGULAR
D708 Ruby
RL 66
34-50



5352/00/19

F

REGULAR
D282 Ruby
RL 67
34-50



5585/00/19

E

LOOSE
D931 Laura
RL 70
34-50



5585/00/12

C

REGULAR
A217
RL 64
34-50



5585/00

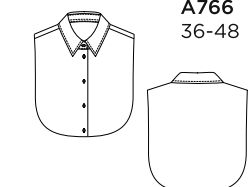
E

FITTED
DF44 Favi
RL 67
34-46



A

A766
36-48





Cover Shirt

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



COVER SHIRT

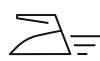
Extra Long Cotton.

Yarn at its best.

The opaque innovation.
A special combination of yarns (100% cotton)
ensures an optimized opaqueness
combined with soft texture and the
highest wearing comfort.



Opaque



Easy
Iron



100%
Cotton



Two Ply
Fabric

Cover Shirt

5008

Masterpiece

5008
00 D708



00

50

10

39

E



REGULAR
D708 Ruby
RL 66
34-50

E



FITTED
D10Y Favi
RL 66
34-44

5008/00/39

D



REGULAR
H965 Rita
RL 72
34-50



Performance Shirt

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



PERFORMANCE SHIRT

Super Stretch Material.

Flatters many different body types.

The material ensures a perfect balance of body-hugging fit and comfort. The extremely stretchy, super soft and easy-iron fabric quality (70% lyocell, 26% polyamide, 4% elastane, super stretch) is furthermore breathable, absorbent and leaves a cooling effect on the skin.



Super
Stretch



Eco-
Friendly



Cooling
Effect



No sweat,
No smell



Super
Soft



Easy
Iron

Performance Shirt

5377



Masterpiece

5377
39 DF04

E



FITTED
DF04 Fiona
RL 68
34-46

00

19

39



Jersey Shirt

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



JERSEY SHIRT

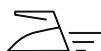
Luxurious. Comfortable.

A knitted fabric with natural flexibility.

The perfect blouse for anyone unwilling to compromise on comfort. Made from 100% softest cotton it offers highest elasticity, at the same time being absorbent and breathable thanks to a fine mesh structure.



Super
Stretch



Easy
Iron



100%
Cotton



Super
Soft

Jersey Shirt

5158



Masterpiece

5158
19 DF05

F

FITTED
DF05 Fiona
RL 66
34-46



00

5158/00

F

REGULAR
D535
RL 66
34-50



19

39

A full-body photograph of a woman with long blonde hair standing in front of a white paneled door. She is wearing a light pink, long-sleeved button-down shirt tucked into matching light pink trousers that feature a high slit on the left leg. She is also wearing white sneakers. The text 'Soft Luxury Shirt' is overlaid in a large, white, serif font on the left side of the image.

Soft Luxury Shirt

Soft feel, relaxed look and
perfect wearing comfort.
The relaxed smart casual blouse
with a touch of luxury.



SOFT LUXURY SHIRT

Perfect Balance.

Between structure and luster.

Washed blouses made of finest twill combine a casual feeling with a touch of luxury. The blouses captivate with their elegant, relaxed look thanks to the light sheen and the soft fabric quality.



Garment
Washed



100%
Cotton



Two Ply
Fabric



Super
Soft

Soft Luxury Shirt

5750

F

LOOSE
D904 Laura
RL 78
34-50



02

Masterpiece

5750
50 D904



50

10

23

A woman with long blonde hair is shown in profile, facing right. She is wearing a white, long-sleeved, straight-cut shirt and black, wide-leg trousers. She is standing on a light-colored floor against a plain, light-colored wall. The lighting is soft and even.

Signature Shirt

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

1863
— by —
ETERNA



SIGNATURE SHIRT

Signature Poplin.

For straight forward elegance.

With its tightly closed weave, it has a uniquely smooth and soft surface for a thin and cool but strong and durable blouse with a beautiful drape.

Through compensation, our premium products are manufactured CO₂-neutral.



Super
Stretch



Easy
Iron



CO₂
Neutral

Signature Shirt

5212

Masterpiece
5212
00 DS19



00



Viscose Shirt

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



VISCOSE SHIRT

All-rounder.

For every feminine look.

A timeless basic that projects both modern professionalism and feminine strength.

Delicate, flowing viscose with the best properties of natural fibers and the feel of delicate silk 100% viscose - the perfect fabric for your stylish dress sense.



Cooling
Effect



Super
Soft



Eco-
Friendly

Viscose Shirt

5270

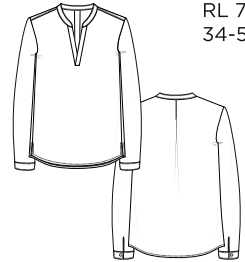
Masterpiece

5270
01 D931



E

LOOSE
D931 Laura
RL 70
34-50



01

39



Oxford Shirt

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



OXFORD SHIRT

Pinpoint. Oxford.

Effortlessly smart, with a distinct texture.

These blouses represent supreme versatility,
perfect for business casual and leisure.
An extremely durable and robust fabric
made from 70% cotton, 30% lyocell.



Garment
Washed



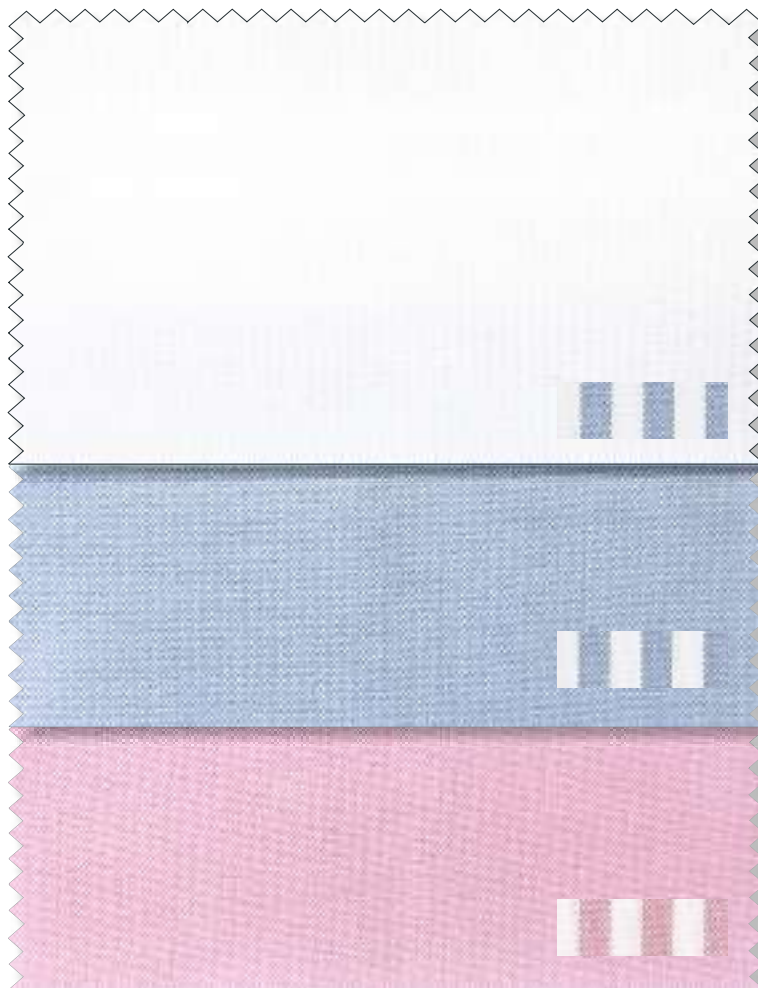
Super
Soft



Eco-
Friendly

Oxford Shirt

5124



00

12

50

E



REGULAR
D935 Rita
RL 72
34-50

6008



12

E



REGULAR
D935 Rita
RL 72
34-50

Masterpiece

6008
12 D935

A full-body photograph of a woman standing in a doorway. She is wearing a white long-sleeved shirt and dark trousers. She is looking back over her shoulder at the camera. The background is a white door with a wooden handle and a wooden floor.

Linen Shirt

Linen and cotton, natural
and sustainable.
For an airy feel and a
casual, summery look.



LINEN SHIRT

Uncomplicated.

Casual summer look.

A sartorial must in the summer, and a business casual and casual style statement.

The linen shirt impresses with its noble quality made from 59% cotton and 41% linen. The beautiful, irregular texture is actively cooling and a part of its character.



Breathable



Super
Soft



Garment
Washed



Cooling
Effect



Eco-
Friendly

Linen Shirt

5155

Masterpiece

5155
00 D285



00



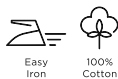
Additional Offer

Complementary classics to the
existing range of Best In Class qualities.
Bestseller in timeless colors.

Additional Offer

NEVER OUT OF STOCK

7001



F



REGULAR
D266 Ruby
RL 66
34-50

00

7001/00

E

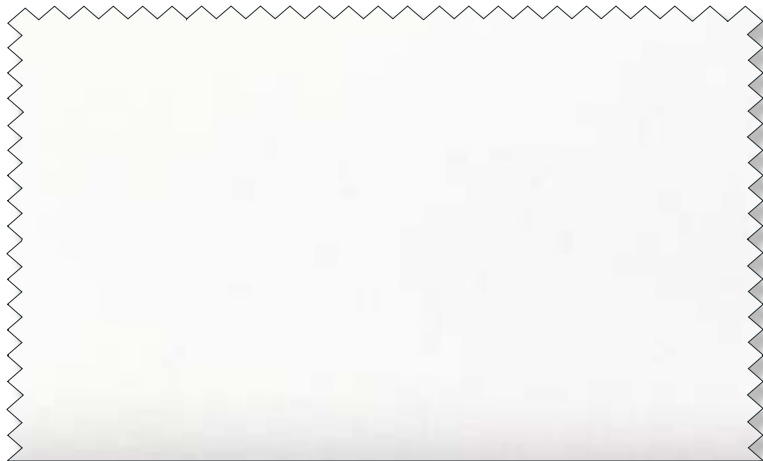


REGULAR
R786
RL 65
34-50

51

12

5220



D



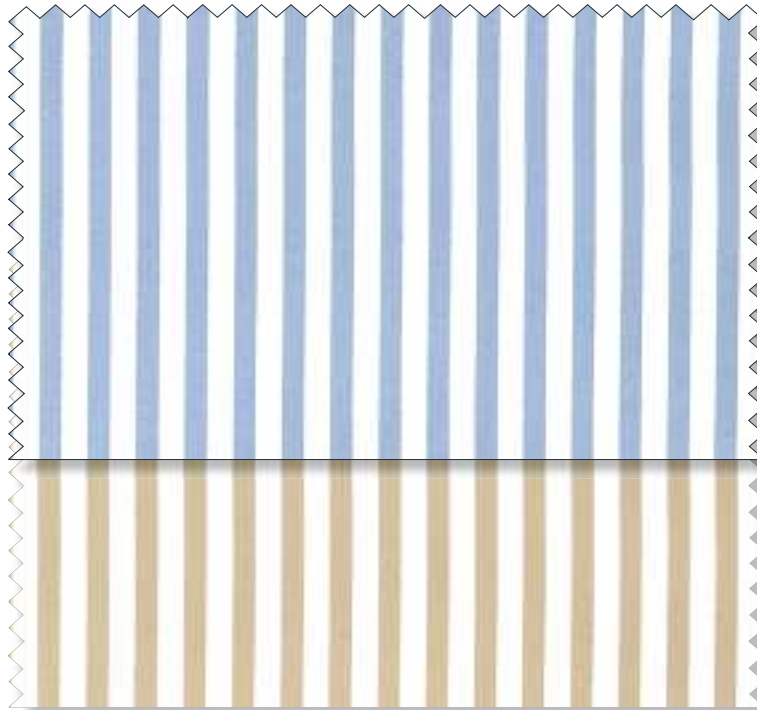
LOOSE
D904 Laura
RL 78
34-50

00

Additional Offer

NEVER OUT OF STOCK

6281



E

REGULAR
D708 Ruby
RL 66
34-50



12

20



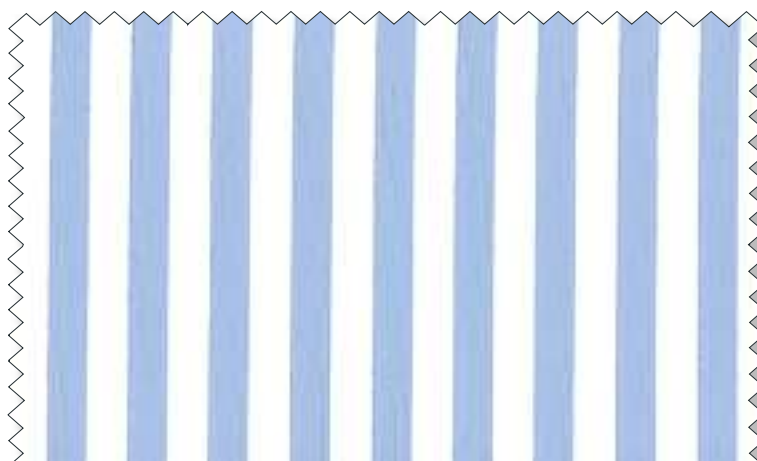
Stretch



Garment
Washed

69% Cotton
27% Polyamide
4% Elastane

6299



E

REGULAR
D708 Ruby
RL 66
36-48



12



Stretch

69% Cotton
27% Polyamide
4% Elastane



Limited on Stock

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

Get Your Greens

available from - 15.06 - 30.06.2023 - as long as stocks last

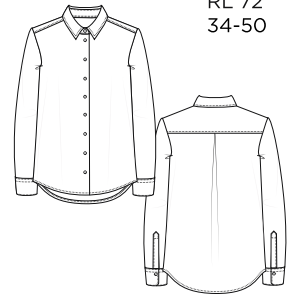
7992



70% Cotton
30% Lyocell

F

REGULAR
D935 Rita
RL 72
34-50



19

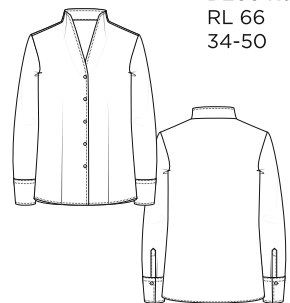
6028



70% Cotton
30% Lyocell

F

REGULAR
D266 Ruby
RL 66
34-50



19

Get Your Greens

available from - 15.06 - 30.06.2023 - as long as stocks last

7978

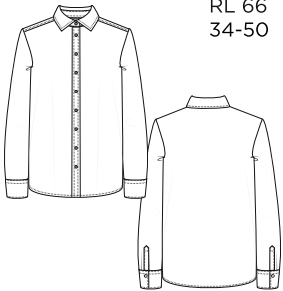


14



E

REGULAR
D780
RL 66
34-50



7971



40



F

REGULAR
D935 Rita
RL 72
34-50



Timeless

available from - 15.07 - 31.07.2023 - as long as stocks last

7121



70% Cotton
30% Lyocell

F

REGULAR
D235 Rita
RL 72
34-50



14

6419



69% Cotton
27% Polyamide
4% Elasthan

E

REGULAR
D279 Rita
RL 67
34-50



19

Timeless

available from - 15.07 - 31.07.2023 - as long as stocks last

7283



F

OVERSIZE

D212
RL 78
34-50



19

7338



F

LOOSE

D246 Laura
RL 70
34-50

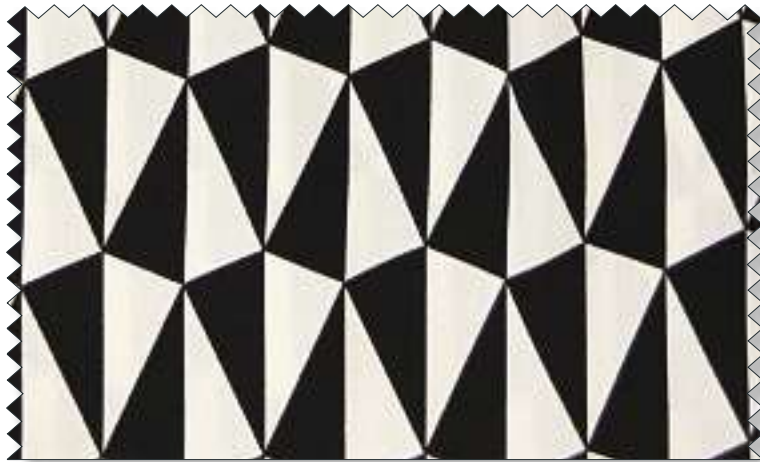


52

Occasional

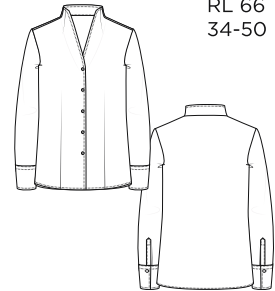
available from - 15.07 - 31.07.2023 - as long as stocks last

7366



G

REGULAR
D266 Ruby
RL 66
34-50



39

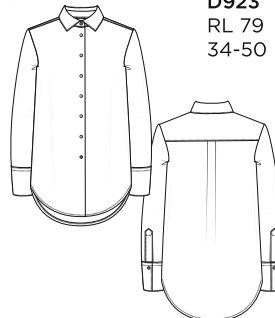
7362



100% Viscose

F

LOOSE
D923
RL 79
34-50



39

Back to Business

available from - 15.07 - 31.07.2023 - as long as stocks last

5585



95% Cotton
5% Elastane

F

FITTED
DF18 Flora
RL 66
34-46



00

Power & Depth

available from - 15.08 - 31.08.2023 - as long as stocks last

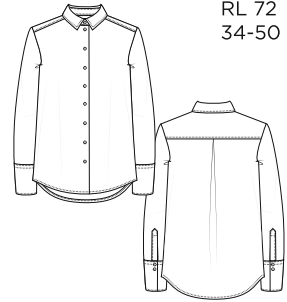
7336



100% Viscose

F

REGULAR
D247 Rita
RL 72
34-50



84

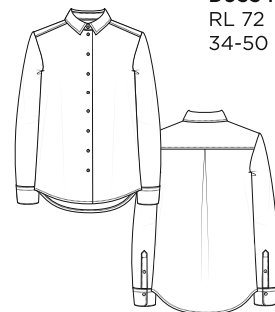
7334



100%
Cotton

F

REGULAR
D935 Rita
RL 72
34-50

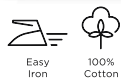


84

Power & Depth

available from - 15.08 - 31.08.2023 - as long as stocks last

5395



I

LOOSE
DS60 Laura
RL 78
34-48



00

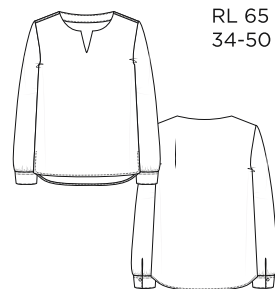
7332



100% Viscose

E

REGULAR
D255 Rita
RL 65
34-50



29



Best in Class

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Linen Shirt	50

Additional Offer

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Limited on Stock

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Oversize

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Loose

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Regular

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Fitted

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5377/39 DF04	Fiona 29
5158/00 DF05	Fiona 33
5158/19 DF05	Fiona 33
5158/39 DF05	Fiona 33

Sales Departments

NATIONAL

SALES DEPARTMENT:

Phone: +49 851 98 16 - 200

Fax: +49 851 98 16 - 470

Mail: nationalsales@eterna.de

Monday to Thursday

from 09.00 to 16.00 and on

Friday from 09.00 to 14.00.

NATIONAL

AGENTS:



unternehmen.eterna.de/kontakt

INTERNATIONAL

SALES DEPARTMENT:

Phone.: +49 851 98 16 - 599

Fax: +49 851 98 16 - 467

Mail: internationalsales@eterna.de

Monday to Thursday

from 09.00 to 16.00 and on

Friday from 09.00 to 14.00.

INTERNATIONAL

AGENTS:



unternehmen.eterna.de/kontakt



Fashion Cloud

ETERNA is available for reorder on Fashion Cloud!

Discover the new ETERNA Brand Shop and start immediately.



<https://fashion.cloud>



ETERNA Mode GmbH | Medienstraße 12 | 94036 Passau | Germany

Court of registration: Passau

Commercial register number: HRB 6989

CEO: Henning Gerbaulet

<https://unternehmen.eterna.de/>