

MEDIA INFORMATION

Shirts fit for all occasions **Trend Report Shirts Spring/Summer 2019**

Passau, June 2018. In the spring/summer 2019 collection, the shirt serves as a catalyst for the most diverse currents. As a shape shifter, the shirt can transform from a classic business shirt into sporty streetwear, explore a more casual approach in safari style or lead you up a floral garden path. Innovative cuts result from reflections on the past with a retro tone and combine the renewed emphasis on functionality with non-iron wearing comfort. These features have become equally important in business looks and for leisurewear, and make your shirt a reliable style partner for a fashion-conscious outfit. ETERNA provides you with an overview of what make our shirts so special in the spring and summer 2019 collection.

The three most important trends

Floral Organic

The Floral Organic theme is reminiscent of a relaxed visit to a sunny, flourishing garden with lush, large, all-over prints of citrus fruit and other botanical motifs.

Subtle yet clear colour harmonies add the necessary freshness and show the latest trend in floral prints: a modern casual look is supplemented with a large, partly abstracted pattern repeat. The trend is interpreted in a restrained yet refined and even witty manner in business shirts.

Floral prints appear in a more subdued look in the 1863 by ETERNA premium collection. Sporting a floral print with an etched look and a large pattern repeat, inspired by the still lifes of the Dutch Baroque artist Rembrandt, the shirts exude serenity through a classic business colour tonality.



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Highlight:

- A floral all-over print in the trend colours wild orange and dark purple adds a fresh spring mood to the shirt.

Urban Fusion

The Urban Fusion theme brings sporty details and urban street art to the city shirt. The lettering from graffiti tags come across like abstract paintings.



A combination of new elements from sportswear with city shirts shows that today's shirt has become a real all-rounder. A knitted polo collar on an Oxford shirt contributes to a new leisure shirt look.



Strong contrasts and clear colours define the look of the new hybrid shirts and emphasise a stylish, urban look.

Highlights:

- A navy bomber shirt made of strong Oxford fabric with a two-way zipper and elaborate logo tape on the underlay: as an alternative to a shirt, it can be worn open over a T-shirt for a casual look.
- A white Oxford shirt with a knitted polo collar and sandwich buttons combines sportswear and streetwear elements with the features of a business look.

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Retrospective Safari

The Safari theme is characterised by the interplay of warm, clear summer colours. Almost forgotten details, such as patched flap pockets or a lapel collar express a new fashion awareness that focuses on casual but functional shirts.



The greater emphasis on a casual look in the summer of 2019 is driven not only by individual design elements, but is also reinforced through the selection of fabrics. Rediscovered materials

such as seersucker are upgraded through innovative textile processes and feature prints in classic shirt designs.



A linen capsule collection rounds off the smart-casual range as well as the 1863 by ETERNA premium line. Stand-up collars and bright checks emphasise the casual

character of classic cuts, and paisley prints add a summer elegance to the premium collection.

Highlights:

- A summer Chambray shirt with two patched flap pockets offers a novel interpretation of the modern safari look.
- Classic paisley designs appear as prints on seersucker fabrics.

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Other innovations in the spring/summer 2019 collection

Polo shirts

The trend towards a more casual look in men's fashion will steadily increase in 2019 through polo shirts and jerseys. Polo shirts in mercerised fabrics work for the office. In addition to the familiar button-down collars, these polo shirts also feature the new shark collar.

Designs

Striking tile prints are inspired by a Mediterranean look. Motifs that appear inspired by Oriental tiles create a clear trend for the spring/summer 2019 collection.

A newly developed piping reveals the ETERNA logo in the collar of selected shirts.



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PRESS PICTURES SPRING/SUMMER 2019



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Since 1863, ETERNA stands for modern shirts and blouses of the highest quality. Most of ETERNA 's production is carried out close to its customers in Europe, particularly in company-owned facilities in Slovakia, with 700 employees. Another 200 people work for ETERNA in the head office in Passau. Since 2000, the well-established company based in Passau has been certified with the Oeko-Tex Standard 100 plus. ETERNA was the first manufacturer of business shirts and blouses in the world to ensure sustainability in its process chain as well as in its product portfolio according to this certificate. The company, which is part of the investment group Quadriga Capital, supplies about 5,000 stores and owns another 53 retail stores Europe-wide. Managing partner is Henning Gerbaulet.

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