

h e r r l i c h e r

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c o l l e c t i o n

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This page - Erwin O Licher: **Jacket** LARRY Polyester Viscose Mix 7390 NP142 11 black . **Longsleeve** B-LONG Finest Jersey Uni 1004 J2620 12 marine
Pants CLIFFORD Polyester Viscose Mix 5598 NP138 12 marine . **Scarf** YUTO Cotton 3117 N8268 12 marine . *Christine Lambrecht*: **Blouse** MARIKO Tech
Fibre Taffeta 8670 NT700 11 black . **Pants** BIGGY Polyester Viscose Mix 50018 NP144 79 antra . **Shoes** THE POWER LOAFER Leather 3605 L9206 11 black

h e r r l i c h e r

f r a u l a m b r e c h t

Cover: **Coat** NATSUKI Vegan Fur 7976 VF105 370 saddle . **Vest** EMILEA Jersey Brushed 7968 J9410 252 mocca melange
Pants BRILEY Jersey Brushed 50023 J9410 252 mocca melange . **Shoes** THE COZY TERRAIN Leather 3607 L9202 144 mocca

#WIRSINDHERRLICHER

e i n e
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t e x t i l s

Durch beste Zutaten miteinander verwoben, zeichnen sich die Blau- und Tragestoffe aus dem Hause Herrlicher durch einen unverwechselbaren Stil aus. Dieser Stil hat Tradition. Denn hinter und für die Marke Herrlicher steht Herr Licher mit der umfassenden Erfahrung als Gestalter, Formgeber und Vordenker im Bereich hochwertiger Bekleidung. Seine hohen Ansprüche sind das Maß für eine stimmige Komposition aus perfekter Passform, bester Qualität und individuellem Stil. Der stilisierte Weberkamm im Herrlicher-Markenzeichen ist Sinnbild einer feinen Textil-Selektion – die mit Liebe zum Detail verarbeitet ist. Diese Feinheiten bestimmen auch den besonderen Umgang mit der gesamten Kollektion: Jedes einzelne Stück wird – bevor es die Manufaktur verlässt – auf ein vortreffliches Zusammenspiel von Passform, Tragekomfort, Material-Beschaffenheit und fairen Handel geprüft. Und erhält erst dann das Herrlicher Blau- und Tragestoff-Siegel.

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Interwoven with the best materials, the denim and fabric from the Herrlicher brand is distinguished by its distinctive style. This style has tradition. Standing behind and for the Herrlicher name is Mr. Licher with his extensive experience as a designer, stylist and mastermind in the field of high quality clothing. His high demands are the gauge for a consistent composition of the perfect fit, the best quality and an individual style. The stylised weaver's comb of the Herrlicher trademark is the emblem of a fine textile selection – which is crafted with a love for detail. These fine touches also define the special way in which the entire collection is treated: before leaving the factory every item is checked for an excellent interaction of fit, wearing comfort, material quality and fair trade. And only then does it receive the Herrlicher denim and fabric official seal.

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C'est en reliant les meilleurs composants par le tissage que se dessinent le „Blaustoff“ (tissu bleu) et le „Tragestoff“ (tissu-à-porter) confectionnés par la Maison Herrlicher grâce à son style unique. Un style de tradition. Car derrière la marque Herrlicher se trouve Herr Licher (Monsieur Licher) nanti d'une expérience complète et reconnu comme créateur, spécialiste des coupes et précurseur dans le monde du vêtement de qualité. Ses hautes ambitions sont la mesure pour une composition cohérente entre une coupe parfaite, une belle matière et un style individuel. Le peigne à tisser stylisé apparaissant sur le logo de la marque Herrlicher est le symbole d'une fine sélection des textiles, qui sont ensuite travaillés dans l'amour du détail. Ces finesses définissent également la manipulation toute particulière de l'ensemble de la collection: avant de quitter la manufacture, chaque pièce est contrôlé, afin de s'assurer de la conformité de la matière, la découpe, le confort ainsi que le commerce équitable. Ce n'est qu'après que le produit peut être gratifié par le sceau Herrlicher Blaustoff et Tragestoff.

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Composti con i migliori materiali, i tessuti denim indossati di casa Herrlicher si distinguono per uno stile unico e inconfondibile. Questo stile ha una tradizione. Dietro il marchio Herrlicher c'è Herr Licher, con tanta esperienza come fondatore, designer e stilista creativo per un abbigliamento di alta qualità. La sua ricercatezza crea un equilibrio perfetto tra vestibilità, alta qualità ed uno stile riconoscibile. L'immagine del pettine del telaio, quello stilizzato riportato nel logo di Herrlicher, è il simbolo di una selezione tessile pregiata, unita all'amore per il dettaglio. Sono proprio questi dettagli che fanno la differenza quando si tratta dell'intera collezione: ogni pezzo, prima di lasciare la manifattura, viene controllato per vestibilità, comfort, taglio, materiali e anche per il commercio equo solidale. Solo allora i capi ricevono il sigillo blu e quello del tessuto firmato Herrlicher. Questa filosofia che ci ha sempre contraddistinto rimane e rimarrà il nostro punto di forza.

d e n i m
 r e f i n e d



This page: **Knit Sweater** YNEZ Knit Mohair Touch 6783 KM610 443 light grey melange . **Knit Sweater** FLORALIN Knit Mohair Touch 6895 KM600 001 12 marine . **Knit Sweater** LEENA Knit Wool Mix 6639 KW100 006 61 offwhite **Pants** MARLOW BOW Denim Stretch 50029 D1012 036 ocean
Other page - left: **Knit Sweater** FLORALIN Knit Mohair Touch 6895 KM600 001 12 marine . **Blouse** TITA Denim Light 8625 D1011 791 prim . **Pants** MÄZE FLARED Recycled Denim Light 5569 RD662 032 navy blue . *Other page - right:* **Knit Sweater** YNEZ Knit Mohair Touch 6783 KM610 443 light grey melange **Pants** MARLOW BOW Denim Stretch 50029 D1012 036 ocean





Left page: **Knit Sweater** FLORALIN Knit Mohair Touch 6895 KM600 001 12 marine . **Blouse** TITA Denim Light 8625 D1011 791 prim
Pants MÁZE FLARED Recycled Denim Light 5569 RD662 032 navy blue . This page: **Socks** ACE Jersey Rib 3800 JR021 1012 white marine
Shoes THE POWER LOAFER Leather 3605 L9206 11 black



Shirt PRISCILLE Wool Mix 7972 W1111 442 light blue . **Shirt** CARYS Flannel Checked 8682 NF130 336 dream . **Pants** BARROW Organic Denim 5970 OD101 1005 sunfade . **Scarf** YUTO Viscose Wool 3117 VW10112 marine . **Shoes** THE COZY TERRAIN Leather 3607 L9202 144 mocca



Knit Sweater FLORALIN Knit Mohair Touch 6895 KM600 001 12 marine
Blouse TITA Denim Light 8625 D1011 791 prim . **Top** CASITA Jersey Rib 2X2 10229 JR620 10 white . **Pants** MÁZE FLARED Recycled Denim Light 5569 RD662 032 navy blue



*This page: **Sweater** RYLAN Washed Out 10209 S1921 247 mirage
Other page: **Top** CASITA Jersey Rib 2X2 10229 JR620 10 white
Pants MARLOW BOW Denim Stretch 50029 D1012 036 ocean
Belt JOSY Leather 3302 L117 148 tempest . **Belt** KARLOTTA
Leather 3180 L6051 114 sky*



c i t y
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Jacket LIA LOTTA Wool Mix 7399 W1690 363 beige melange . **Longsleeve** SINAH Knit Viscose 6425 KV100 001 80 coffee
Pants SHYRA TAP ZIP Recycled Denim 50015 RD010 88 brown . **Shoes** THE CATWALK VELOUR Leather 3621 L9215 80 coffee



14

Longsleeve LIA MARA Knit Cotton Mix 6891
KC104 001 80 coffee . **Cap** LENNY Cotton Twill
3235 C3010 238 cosy camel



15

Coat NATSUKI Vegan Fur 7976 VF105 370 saddle
Vest EMILEA Jersey Brushed 7968 J9410 252 mocca
melange . **Pants** BRILEY Jersey Brushed 50023 J9410
252 mocca melange . **Shoes** THE COZY TERRAIN
Leather 3607 L9202 144 mocca



16

Jacket VANNA Vegan Leather 7969 VL212
143 deep brown . **Longsleeve** LIA MARA
Knit Cotton Mix 6891 KC104 001 80 coffee
Pants NARZISSA Polyester Wool Mix 5972
NP145 143 deep brown



Boot THE URBAN SLEEK
Leather 3606 L9205 11 black

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Shoes THE POWER LOAFER Leather 3605 L9206 11 black

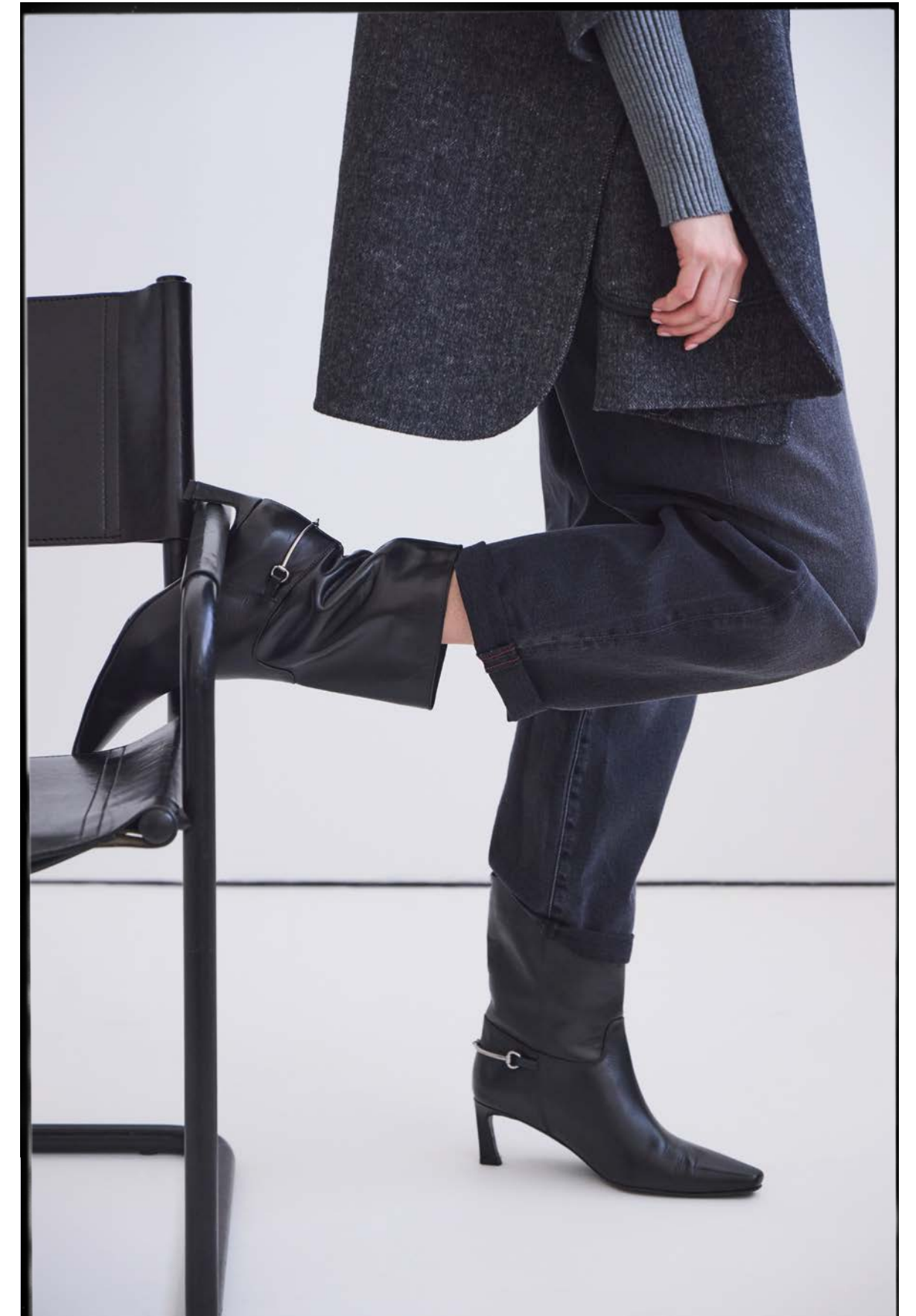
Blouse MARIKO Tech Fibre Taffeta
8670 NT700 11 black . **Top** CASITA
Jersey Rib 2X2 10229 JR620 10 white
Pants LOVELY FLARED Polyester Viscose
Mix 5287 NP137 79 antra





Cape JULINA Wool Mix 7374 W1680 413 dark grey melange . **Longsleeve** LIA MARA Knit Cotton Mix 6891 KC104 001 413 dark grey melange . **Pants** BROOKE Denim Black 5825 DB005 943 blackout . **Bag** SHOPPING BAG Canvas 3258 C7050 11 black . **Shoes** THE CATWALK Leather 3621 L9218 11 black

Cape JULINA Wool Mix 7374 W1680 413 dark grey melange . **Longsleeve** LIA MARA Knit Cotton Mix 6891 KC104 001 413 dark grey melange . **Pants** BROOKE Denim Black 5825 DB005 943 blackout . **Shoes** THE CATWALK Leather 3621 L9218 11 black



s o f t
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Knit Sweater MANINA Knit Wool Mix 6905 KW121 379 beige . **Knit Sweater** MIA LORA Knit Mohair Mix 6880 KM400 61 offwhite . **Knit Sweater** AITANA Knit Mohair Touch 6896 KM600 001 426 light beige . **Bag** SHOPPING BAG Canvas 3258 C7050 11 black



Knit Sweater MIA LORA Knit Mohair Mix 6880 KM400 61 offwhite . **Knit Sweater** MANINA Knit Wool Mix 6905 KW121 379 beige . **Skirt** CETTINA Satin 2849 SN105 87 timber





Knit Sweater MANINA Knit Wool Mix 6905 KW121 379 beige

Knit Sweater MANINA Knit Wool Mix 6905 KW121 379 beige . **Knit Sweater** AITANA Knit Mohair Touch 6896 KM600 001 426 light beige . **Pants** BARROW Cord Stretch 5970 NC948 61 offwhite





Knit Sweater YNEZ Knit Wool Mix 6783 KW150 207 ivory . **Longsleeve** TINKER Jersey Brushed 1577 J2451 61 offwhite
Pants NARZISSA Cord 5972 NC130 126 silver . **Shoes** THE POINTED Leather Metallic 3327 L9168 126 silver



Jacket YAYANA Tech Fibre 7890 NT102 66 stone . **Knit Sweater** AITANA Knit Mohair Touch 6896 KM600 001 426 light beige . **Pants** BARROW Cord Stretch 5970 NC948 61 offwhite



Knit Sweater AITANA Knit Mohair Touch 6896 KM600 001 426 light beige . **Shoes** THE COZY TERRAIN Leather 3607 L9202 144 mocca



Left: **Jacket** LIA LOTTA Wool Mix 7399 W1102 370 saddle . **Sweater** HEAVENLY Sweat Peached 10194 S2620 002 363 beige melange . **Blouse** FERDINANDA Denim Light 8618 D9573 059 dark . **Pants** BROOKE Recycled Denim 5825 RD010 24 bordeaux . **Shoes** THE COZY TERRAIN Leather 3607 L9202 144 mocca . Right: **Sweater** HAVEN Jersey Striped 1810 J8411 001 24 bordeaux . **Jacket** JOPLIN Recycled Denim 7225 RD220 998 raw tint **Pants** EDNA Cord Stretch 5893 N4752 61 offwhite . **Shoes** THE POWER LOAFER Leather 3605 L9206 11 black

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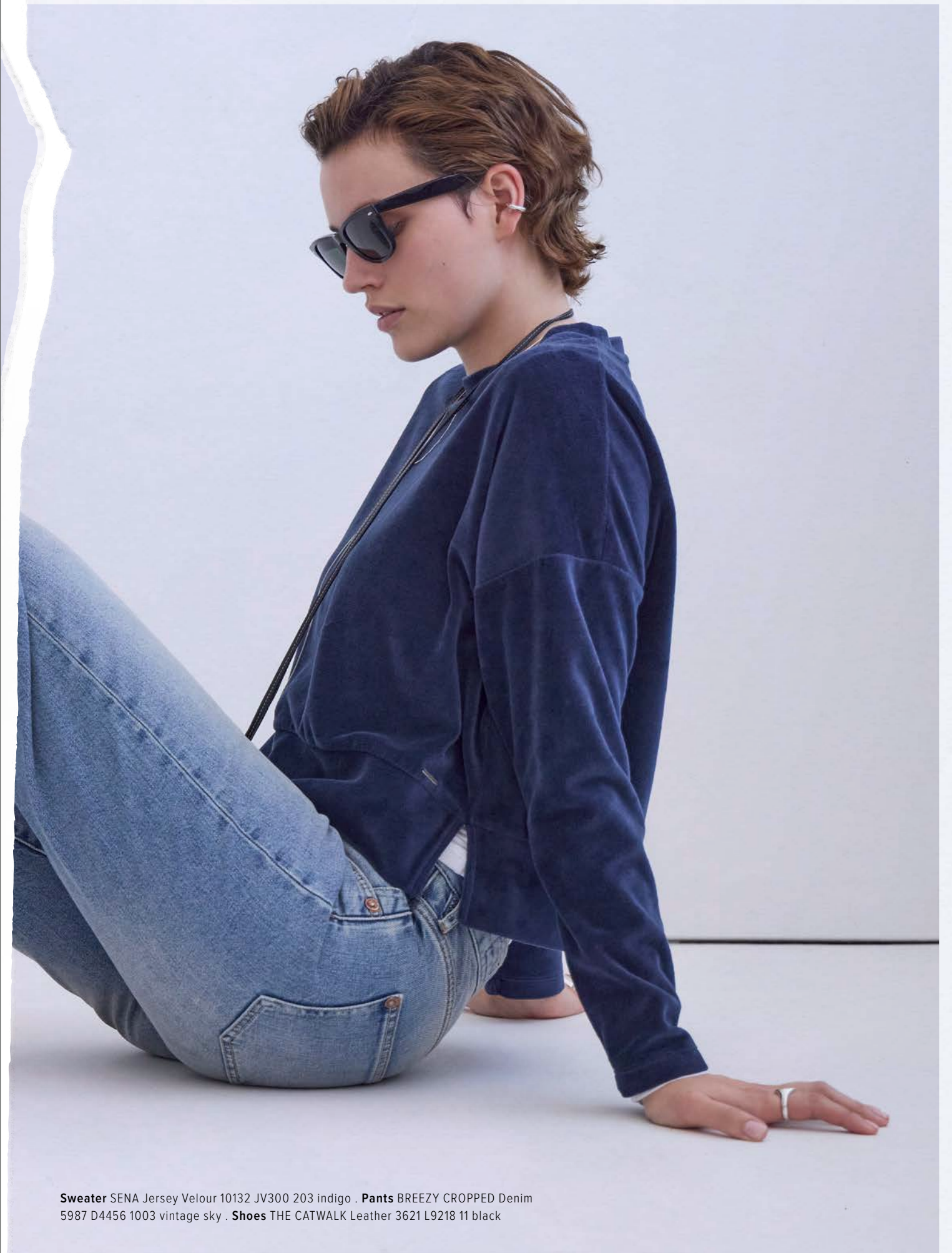
Left to right: **Sweater** HEAVENLY Sweat Peached 10194 S2620 002 363 beige melange . **Shoes** THE CITY LOAFER Leather 3061 L9200 11 black . **Sweater** HAVEN Jersey Striped 1810 J8411 001 24 bordeaux

Sweater CHRISTY CROPPED Sweat
Washed Out 10179 S1921 002 336
dream . **Pants** MARLOW Recycled
Denim Light 50028 RD662 032 navy
blue . **Shoes** THE POWER LOAFER
Leather 3605 L9206 11 black

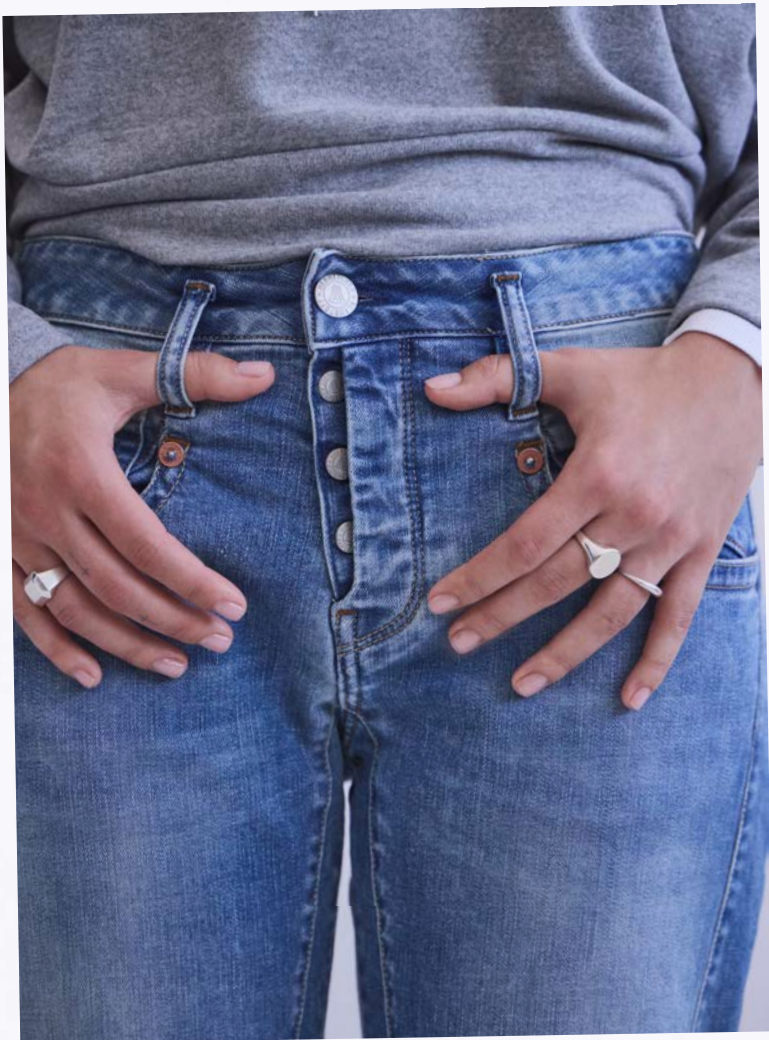
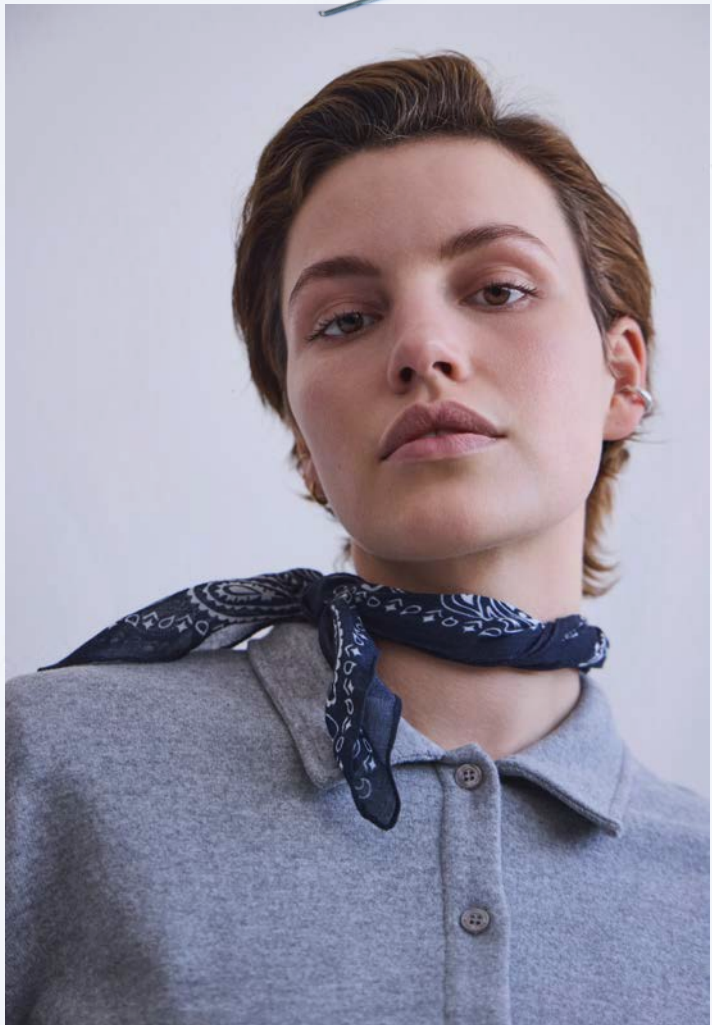


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2026



Sweater SENA Jersey Velour 10132 JV300 203 indigo . **Pants** BREEZY CROPPED Denim 5987 D4456 1003 vintage sky . **Shoes** THE CATWALK Leather 3621 L9218 11 black



This page - top left: **Blouse** SACHI Jersey Brushed 10181 J9410 365 grey melange . **Scarf** YUTO SMALL Gauze Printed 3248 N8265 357 navy
Top right: **Sweater** SENA Jersey Brushed 10132 J9410 365 grey melange . **Pants** SHYRA TAP Denim 5840 D4456 678 light blue
Bottom left: **Longsleeve** IDELINE Jersey Rib 2x2 10271 JR106 10 white . **Pants** SHYRA TAP Denim 5840 D4456 678 light blue
Bottom right: **Pants** EDNA Organic Denim 5893 OD101 076 blend . **Shoes** THE POINTED Leather Metallic 3327 L9168 126 silver



This page - top left: **Pants** FATIQUE WOMEN SLIM Recycled Denim 5920 RD220 998 raw tint
Top right & bottom left: **Sweater** SENA Jersey Velour 10132 JV300 203 indigo . **Longsleeve** MANOLJA Jersey 10091 J3070 61 offwhite
Pants BREEZY CROPPED Denim 5987 D4456 1003 vintage sky . Bottom right: **Sweater** CHRISTY CROPPED Sweat Washed Out 10179 S1921 002 336 dream . **Pants** MARLOW Recycled Denim Light 50028 RD662 032 navy blue . **Shoes** THE POWER LOAFER Leather 3605 L9206 11 black





Blouse ZINE Poplin Striped 8680 P2012 55 lilac . **Knit Sweater** YNEZ Knit Mohair Touch 6783 KM610 55 lilac
Pants BARROW BELT Twill 5999 T1025 80 coffee . **Shoes** THE CATWALK VELOUR Leather 3621 L9215 80 coffee





Blouse AVINA Polyester Mix 8676 NP126 55 lilac



Blouse AVINA Polyester Mix 8676 NP126 144 mocca



Knit Sweater YNEZ Knit Wool Mix 6783 KW150 80 coffee
Blouse BEAU Jersey Mesh 10215 JM301 003 444 taupe
Skirt TAMMIE Recycled Denim 2859 RD010 88 brown
Shoes THE TALL FRAME Leather 3620 L9218 11 black



Blouse TILA Flannel Checked 8632 NF122 80 coffee . **Longsleeve** IDELINE Jersey Rib 2x2 10271 JR106 10 white
Skirt ZELIE Flannel Checked 2484 NF122 80 coffee . **Shoes** THE TALL FRAME Leather 3620 L9218 11 black



Knit Sweater FLORALIN Knit Mohair Touch 6895 KM600 001 379 beige . **Knit Sweater** MARLINA Recycled Knit Mohair Touch 6608 RK200 007 426 light beige . **Knit Sweater** LEENA Knit Wool Mix 6639 KW100 006 363 beige melange . **Pants** BARROW BELT Twill 5999 T1025 70 grey





Jacket ALIANNA Vegan Fur 7957 VF112 370 saddle . **Blouse** EREN Denim Light 8669 D9573 055 medium
Pants EDNA Denim 5893 D4456 026 raw . **Shoes** THE CATWALK VELOUR Leather 3621 L9215 80 coffee



Jacket MOJA Vegan Fur 7944 VF108 238 cosy camel . **Longsleeve** SINAH Knit Viscose 6425 KV100 001 12 marine . **Skirt** SAPHIA Cord 2848 NC111 370 saddle . **Scarf** YUTO Viscose Wool 3117 VW101 12 marine



Blazer SAYURI Western Cord 7970 NC130 244 dusk
Vest HENRIETTA Western Cord 7852 NC130 244 dusk
Longsleeve IDELINE Jersey Rib 2x2 10271 JR106 10 white
Pants NARZISSA Western Cord 5972 NC130 244 dusk
Shoes THE POWER LOAFER Leather 3605 L9206 11 black



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Jacket TANKA Wool Mix 7965 W1089 12 marine . Vest SUSAN Wool Mix Soft 6802 W6009 12 marine . Longsleeve IDELINE Jersey Rib 2X2 10271 JR106 10 white
Skirt ZELMA Wool Mix 2629 W1102 370 saddle . Scarf YOMA Polyester 3345 NP107 24 bordeaux . Shoes THE CITY LOAFER Leather 3061 L9200 11 black

Left: **Blazer** SAYURI Western Cord 7970 NC130 238 cosy camel
Vest HENRIETTA Western Cord 7852 NC130 238 cosy camel
Longsleeve TINSLEY Jersey 10101 J3080 24 bordeaux
Pants MERYLL Organic Denim Stretch 50005 OD015 789 naval
Right: **Knit Sweater** ADELANE Knit Mohair Mix 6885 KM300
24 bordeaux . **Blouse** EREN Poplin Striped 8669 P1310 182 wine
Pants NARZISSA Western Cord 5972 NC130 238 cosy camel



Jacket TANKA Wool Mix 7965 W1089 12 marine . **Skirt** ZELMA Wool Mix 2629
W1102 370 saddle . **Shoes** THE CITY LOAFER Leather 3061 L9200 11 black



Vest ELODIE Vegan Fur 7985 VF115 466 light olive . **Blouse** TITA Flannel Checked 8625 NF135 124 olive
Top CASITA Jersey Rib 2X2 10229 JR620 10 white . **Pants** BARROW BELT Velvet Stretch 5999 V1001 124 olive





Left & center: **Blouse** ZINE Poplin Striped 8680 P2010 397 dark royal . **Knit Jacket** ALLISTON Knit Mohair Mix 6567 KM100 18 flame red
Pants BIGGY Polyester Viscose Mix 50018 NP144 79 antra . Left: **Shoes** THE POINTED Leather Metallic 3327 L9168 126 silver
 Center: **Shoes** THE SLOWFOX Leather 3538 L9171 7261 silver offwhite . Right: **Knit Jacket** ALLISTON Knit Mohair Mix 6567 KM100 397
 dark royal . **Knit Jacket** ALLISTON Knit Mohair Mix 6567 KM100 18 flame red



Blouse EREN Polyester Glitter 8669 NP500 001 79 antra
Pants BERTHA Polyester Glitter 5260 NP500 001 79 antra

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63

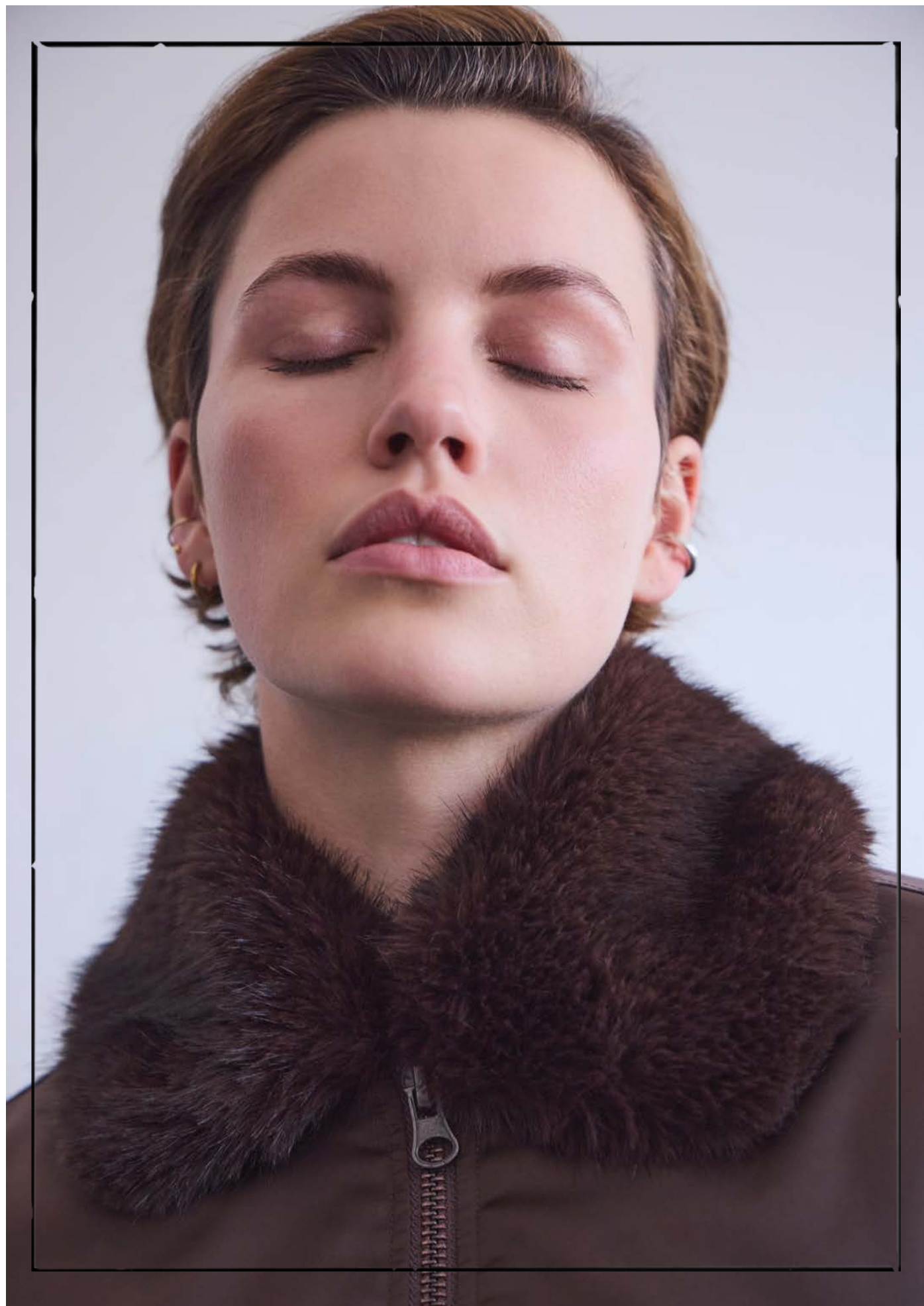




Blouse EREN Polyester Glitter 8669
NP500 001 29 pale . **Pants** BERTHA
Polyester Glitter 5260 NP500 001
29 pale . **Hat** CHINARA Vegan Fur
3356 VF120 18 flame red

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Left page: **Jacket** SERAPHINA
 Tech Fibre 7988 NT102 144 mocca
This page: **Vest** ELODIE Vegan
 Fur 7985 VF120 144 mocca
Longsleeve LYNETTE Jersey
 Brushed 10191 J9410 80 coffee
Skirt MARISAN Jersey Brushed
 2853 J9410 80 coffee . **Shoes**
 THE HIGH RIDER Leather 3593
 L9216 11 black





Shoes THE CATWALK VELOUR
 Leather 3621 L9215 80 coffee



Jacket SERAPHINA Tech Fibre
 7988 NT102 144 mocca . **Pants**
 MERYLL Velvet Stretch 50005
 V1001 97 mud . **Shoes** THE
 CATWALK VELOUR Leather 3621
 L9215 80 coffee



Blazer SAYURI Polyester Viscose Mix 7339 NP138 11 black . **Vest** HENRIETTA Polyester Viscose Mix 7852 NP138 143 deep brown . **Pants** MARLOW Denim Black 50028 DB005 943 blackout . **Scarf** YOMA Polyester 3345 NP107 24 bordeaux . **Shoes** THE CATWALK VELOUR Leather 3621 L9215 80 coffee



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