

A man with short brown hair and a light beard is sitting in a wooden chair with a light-colored fabric seat. He is wearing dark sunglasses and a black and white horizontally striped polo shirt. His arms are crossed over his chest, and he is looking directly at the camera with a slight smile. The background is a plain, light-colored wall.

HERRLICHER
SPRING
SUMMER
2026
MAN'S
COLLECTION



Erwin O Licher: **T-Shirt** KAME Plain Cotton Mix 6485 CA450 12 marine . **Pants** KENNEDY NEW Organic Cotton Linen 5869 OT170 68 ecru . **Scarf** YUTO Cotton 3117 N8268 12 marine
Model: **Jacket** BUNCHY Recycled Denim 8346 RD220 998 raw tint . **T-Shirt** RONNY Finest Jersey Uni 1424 J2620 10 white . **Pants** BOYLE Recycled Denim 5990 RD220 998 raw tint
Shoes THE EDGE VELOUR Leather 3577 L9150 88 brown



Cover: **T-Shirt** SCORE Split Jersey Pique 10153 JP212 11 black . **T-Shirt** RONNY Organic Jersey 1424 OJ100 478 soft rose . **Pants** ZOOM LONG Linen Striped 5882 LH02 11 black

#WIRSINDHERRLICHER

SPRING
SUMMER
2026

EINE MANUFAKTUR FEINSTEN TEXTILS

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.

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.

A MANUFACTURER OF FINEST TEXTILES

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.

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.

UNE MANUFACTURE DE FINS TEXTILES

UNA MANIFATTURA DI TESSUTI PREGIATI

la vie est HERRLICHER



Longsleeve TIL Knit Cotton Mix 6334 KC107 140 metal . **Shirt** ETHAN Poplin Striped 8194 P1007 140 metal . **T-Shirt** BASE Single Jersey 1003 J1413 10 white
Pants IVER WURSCHTI Organic Cotton Stretch 5397 ON160 136 Iced . **Shoes** THE FLOATING MEN Leather 3553 L9135 379 beige





Shirt MORRISON Linen Cotton Mix 8596 LC101 10 white . **Pants** IVER WURSCHTI Organic Cotton Stretch 5397 ON160 358 pearl . **Shoes** THE FLOATING MEN Leather 3553 L9135 124 olive





Shirt GLENN SHORTSLEEVE Linen 8538 LI556 10 white . **T-Shirt** CREWL HENLEY SHORT Recycled Knit 6863 RK103 132 chalk . **Pants** CLIFFORD Linen 5598 LI101 379 beige
Scarf YUTO Gauze Printed 3117 N8266 11 black . **Shoes** THE FLOATING MEN Leather 3553 L9135 379 beige





Jacket BUNCHY Recycled Denim 8346 RD220 026 raw . **Shirt** BRANSON Denim 8581 D1009 058 light . **T-Shirt** RONNY Finest Jersey Uni 1424 J2620 10 white
Pants BOYLE Recycled Denim 5990 RD220 998 raw tint . **Belt** VICTOR Leather 3284 L1011 11 black . **Shoes** THE BLAUSTOFF Cotton 3553 L9126 11 black



Shirt BRANSON Denim 8581 D1009 058 light . **T-Shirt** BASE Jersey 1003 J1426 005 10 white . **Pants** TYLER TAPERED Organic Denim Stretch 5721 OD101 045 bluish
Scarf YUTO Gauze Printed 3117 N8266 52 nil . **Shoes** THE BLAUSTOFF Cotton 3553 L9126 347 jeans







Shirt CLINT Poplin 8117 N1952 11 black . **T-Shirt** RONNY Finest Jersey Uni 1424 J2620 10 white . **Pants** TYLER STRAIGHT Denim Stretch 5949 D1012 036 ocean



DENIM *in* DETAIL

T-Shirt BENNY Jersey Flame 1612 JF110 486 dark iced . **T-Shirt** RONNY Finest Jersey Uni 1424 J2620 10 white . **Pants** JOHN F Recycled Denim 5994 R0220 998 raw tint



D | E MANUFAKTUR

FEINSTEN TEXTILS



Longleeve B-LONG Organic Jersey 1004 OJ100 002 68 ecru . Jacket GRANT Polyester Viscose Mix 7896 NP130 379 beige . Shirt BIG RESOR Cotton Mix 8630 N1019 439 latte macchiato . Pants CLIFFORD Polyester Viscose Mix 5598 NP130 379 beige . Cap LENNY Cotton Twill 3235 C3020 238 cosy camel . Scarf YUTO Gauze Printed 3117 N8266 16 orange

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Herrlicher "Savile Row" Style

A manufacturer of
finest textiles

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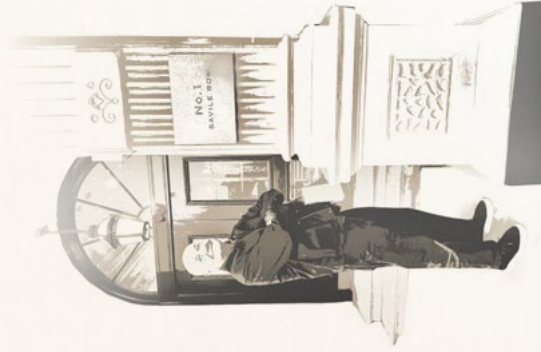
Jacket BUNCHY Polyester Viscose Mix 8346 NP130 367 navy melange . Shirt HERB Cotton Striped 8528 N1006 222 pacific . Longleeve B-LONG Organic Jersey 1004 OJ100 002 68 ecru . Pants BOYLE Polyester Viscose Mix 5990 NP130 367 navy melange . Belt VICTOR Leather 3284 L1011 11 black . Shoes THE EDGEWALKER LOW Leather 3578 L9151 11 black

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D | E MANUFAKTUR

FEINSTEN TEXTILS



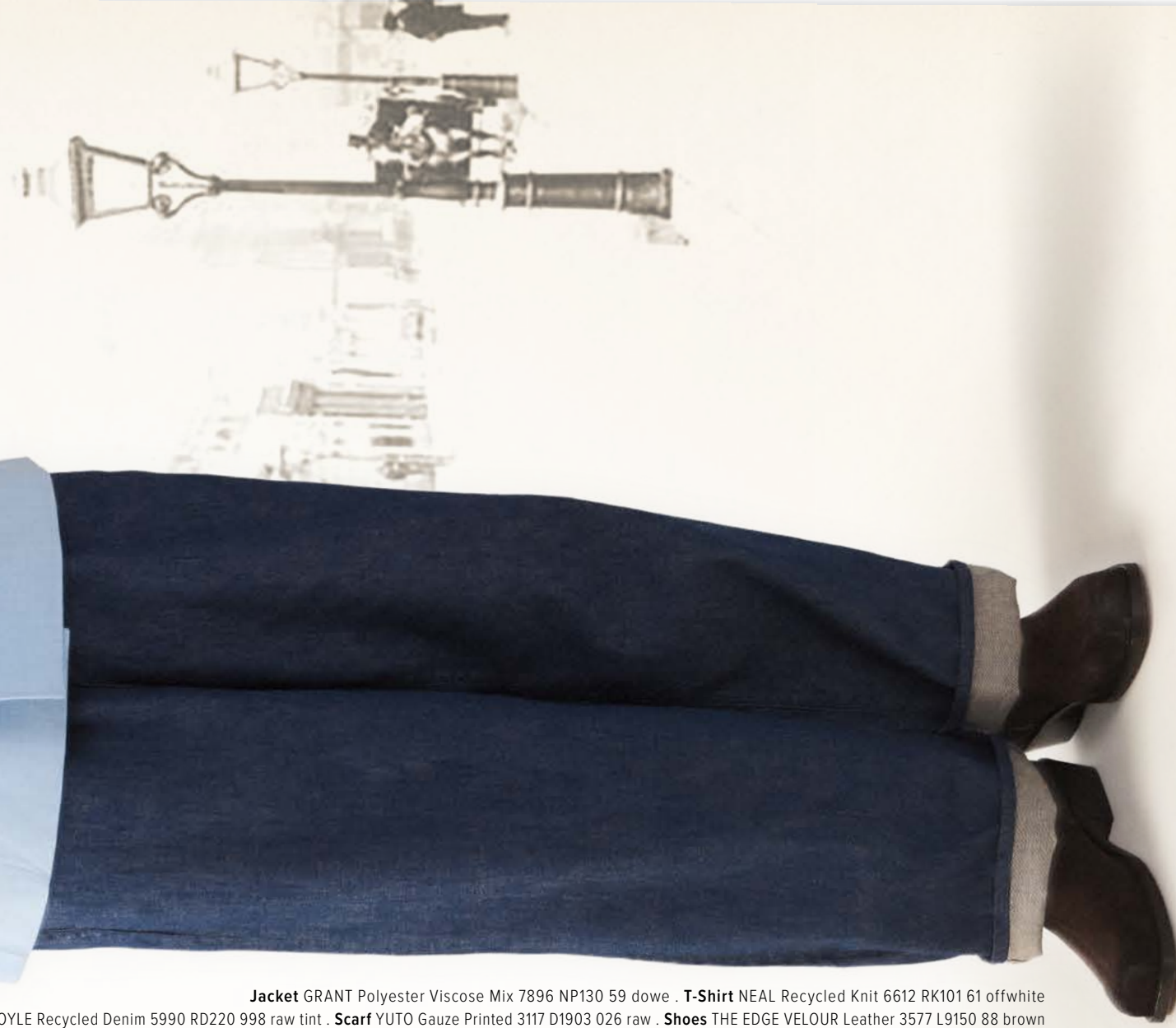
Herrlicher "Savile Row" Style

Eine Manufaktur
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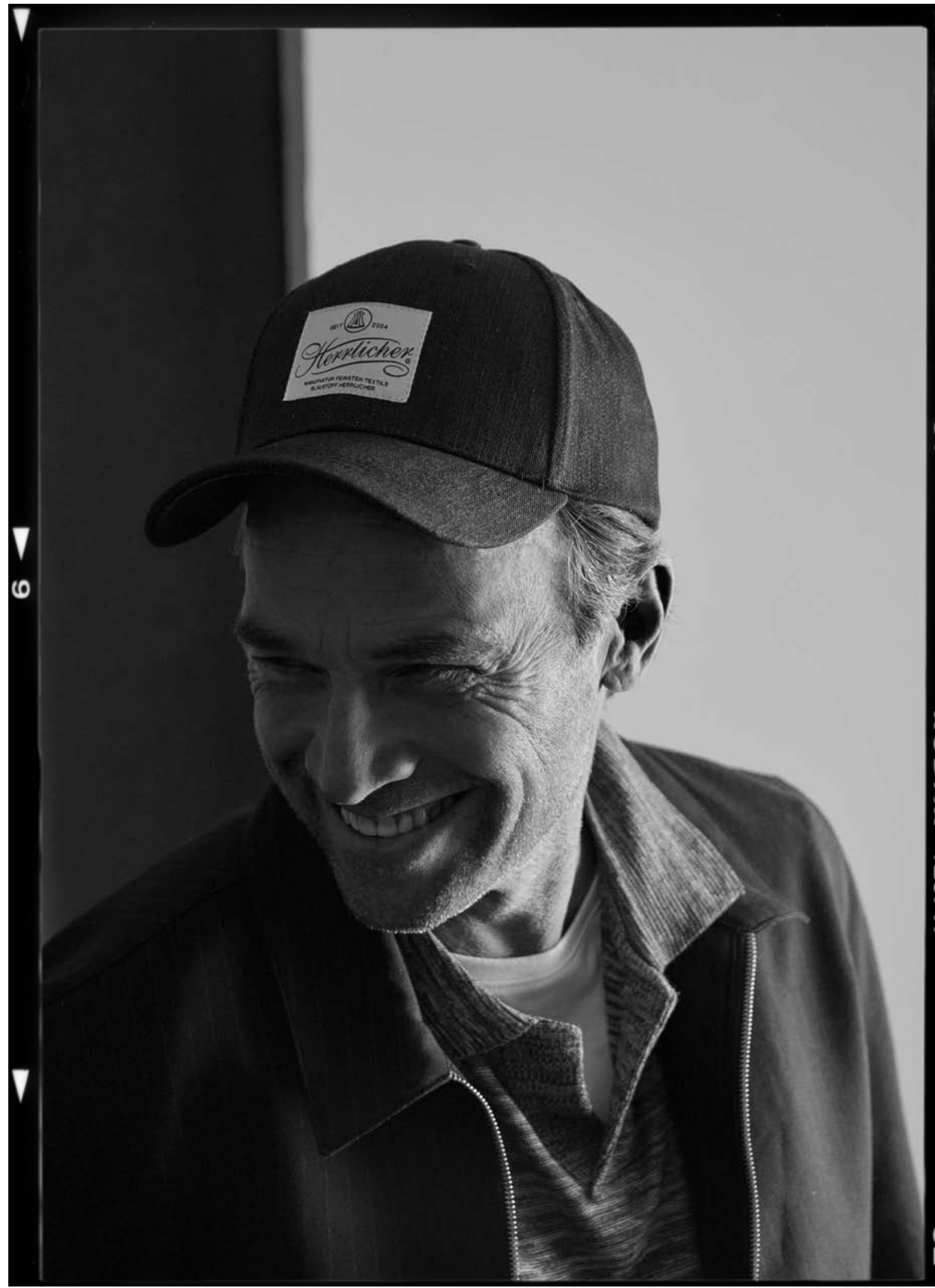
Jacket GRANT Polyester Viscose Mix 7896 NP130 59 downe . **T-Shirt** NEAL Recycled Knit 6612 RK101 61 offwhite
Pants BOYLE Recycled Denim 5990 RD220 998 raw tint . **Scarf** YUTO Gauze Printed 3117 D1903 026 raw . **Shoes** THE EDGE VELOUR Leather 3577 L9150 88 brown



SUNSHINE *in a bag*

Jacket BUNCHY Linen 8346 LI101 316 windsor . **T-Shirt** BENNY Jersey Burned Out 1612 J1017 11 black
Pants CLIFFORD Linen 5598 LI101 316 windsor . **Scarf** YUTO Gauze Printed 3117 N8266 11 black . **Bag** HERRLICHER JUTE Cotton 999995 11 black . **Shoes** THE EASY WALKERS 3542 19114 11 black





Jacket LARRY Recycled Polyester Viscose Mix 7390 RP106 12 marine . **T-Shirt** V KAME Recycled Knit 6565 RK102 171 umbra . **T-Shirt** BASE Jersey 1003 J1426 005 10 white
Pants TYLER STRAIGHT Denim 5949 RD918 668 perylene black . **Cap** LENNY Denim 3235 D1008 003 unwashed





Shoes THE SUEDE SLIDE Leather 3563 L9135 124 olive

Shirt HERB Jersey Pique 8528 JP700 12 marine . **Jacket** ANDREW Organic Denim 7886 OD300 68 ecru . **Knit Sweater** LUCAS Knit Cotton Rib 10005 KC105 11 black . **T-Shirt** BASE Jersey 1003 J1426 005 10 white
Pants LAWFORD Satin Stretch 5988 SN160 12 marine . **Scarf** YUTO Voile 3117 N7710 134 royal





T-Shirt SCORE Split Jersey Pique 10153 JP212 11 black . **T-Shirt** RONNY Organic Jersey 1424 O1100 478 soft rose
Pants ZOOM LONG Linen Striped 5882 L1102 11 black . **Shoes** THE BLAUSTOFF Cotton 3553 L9126 11 black





Jacket ANDREW Organic Denim 7886 OD300 68 ecru . **Shirt** HERB SHORT Cotton Striped 8542 NT006 140 metal . **T-Shirt** BASE Jersey 1003 J1019 002 26 rose . **Shorts** FATIGUE SHORT Twill 5880 T1020 132 chalk





Jacket BUNCHY Linen Cotton Mix 8346 LC103 12 marine . **Shirt** HERB SHORT Jersey Pique 8542 JP700 141 kelp
Pants CLIFFORD Linen Cotton Mix 5598 LC103 12 marine . **Shoes** THE FLOATING MEN Leather 3553 L9135 379 beige



T-Shirt BIG SCORE Jersey Pique 10244 JP215 10 white . **Pants** TYLER TAPERED Denim Stretch 5721 D1012 036 ocean . **Scarf** YUTO Voile 3117 N7710 134 royal





Knit Sweater LUCAS Knit Cotton Rib 10005 KC105 379 beige . **Shirt** BUNCHY SHORTSLEEVE Linen Striped 8543 LI102 143 deep brown . **T-Shirt** BIG SCORE Jersey Pique 10244 JP215 10 white
Pants ZOOM LONG Linen Striped 5882 LI102 143 deep brown . **Scarf** YUTO Gauze Printed 3117 N8266 11 black . **Shoes** THE EASY WALKERS 3542 I9114 11 black

Jacket BUNCHY Linen 8346 LI101 379 beige . **Shirt** ETHAN Poplin Striped 8194 P1007 269 sage . **T-Shirt** BASE Single Jersey 1003 J1413 10 white
Pants CLIFFORD Linen 5598 LI101 379 beige . **Belt** MANNY Leather 3281 LI096 143 deep brown . **Shoes** THE FLOATING MEN Leather 3553 L9135 379 beige





Shirt HERB Jersey Pique 8528 JP700 316 windsor . **T-Shirt** V KAME Recycled Knit 6565 RK102 54 night
Pants CAMPER Denim Cashmere Touch 5732 D2501 700 true . **Scarf** YUTO Gauze Printed 3117 N8266 11 black
Bag SHOPPING BAG Canvas 3258 C7050 11 black . **Shoes** THE FLOATING MEN Leather 3553 L9135 379 beige

feeling HERRLICHER



Jacket LARRY Recycled Polyester Viscose Mix 7390 RP106 12 marine . **T-Shirt** RONNY Finest Jersey Uni 1424 J2620 10 white
Pants BOYLE Recycled Denim 5990 RD220 998 raw tint . **Scarf** YUTO Cotton 3117 N8268 12 marine . **Scarf** YUTO Gauze Printed 3117 D1903 026 raw





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