

SEIT 2004
Herrlicher
MANIFAKTUR FEINSTEN TEXTILES
BLAUSTRICH HERBACHEN

SPRING
SUMMER
2025

HERRLICHER

Christine Lambrecht: **Blazer** SAYURI Light Denim Linen 7339 D1910 003 unwashed
Blouse AMIKA Lightweight Linen 8394 L1160 332 rain . **Pants** SHYRA PALAZZO Denim 5953 D9105 918 racy
Herr Licher: **Jacket** GRANT Polyester Viscose Mix 7896 N1296 12 marine . **Longsleeve** TIL Plain Cotton Mix 6334 CA450 11 black
Pants ROWAN CARGO MEN Stretch Cotton Twill 5925 N1205 99 light navy . **Scarf** YUTO Cotton 3117 N8268 12 marine



COVER: **Hat** BUCKET Linen Printed 3242 LI520 332 rain



20+ HERRLICHE JAHRE

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. Und das nun schon seit 20 Jahren – wir freuen uns, in dieser Ausgabe mit Ihnen unser Jubiläum zu feiern. Seither gilt: 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 fairem Handel geprüft. Erst dann erhält es das Herrlicher Blau- und Tragestoff-Siegel. Das hat sich bewährt, so soll es bleiben.

UNE MANUFACTURE DE FINS TEXTILES

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. Et cela fait déjà 20 ans. Nous sommes heureux de fêter notre anniversaire avec vous avec ce magazine. Depuis lors, 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. Cela a fait ses preuves et doit rester ainsi.

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. And we have been doing so for 20 years now. Therefore we are delighted to be celebrating our anniversary with you in this issue. Ever since 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. This has proved its worth and will remain so.

Allez L'ÉTÉ

Dress VENETIA Jersey Striped 2757 J2110 11 black . **Blouse** SARYA Tech Fibre 8565 N3175 61 offwhite . **Hat** BUCKET Linen Printed 3242 L1520 332 rain . **Scarf** YUTO Voile 3117 N7710 134 royal . **Shoes** THE SLOWFOX Leather 3538 L9127 10 white





Dress VENETIA Jersey Striped 2757 J2110 11 black . **Hat** BUCKET Linen Printed 3242 LI520 332 rain

Knit Sweater LOUISE Cotton Mix Striped 6745 CA190 11 black . **Jacket** MARYANA 10138 S1960 11 black
Top ANNA ROSE Viscose Mix 6742 VI141 11 black . **Skirt** SIBLEY Papertouch 2665 N7300 11 black





Jacket AMA Tech Fibre 7888 N3105 11 black . **T-Shirt** STINELLA Interlock 1973 19880 61 offwhite . **Longsleeve** ADDISYN Jersey 10006 JK512 61 offwhite . **Skirt** NELANIE Denim Black 5263 DB253 015 pure

T-Shirt MANOLJA SLEEVELESS Jersey 10127 F5520 61 offwhite . **Pants** ROWAN CARGO Papertouch 5269 D9616 055 medium . **Shoes** THE BLAUSTOFF Cotton 3553 L9126 347 jeans





Longsleeve JOLINI Tencel Organic Cotton Striped 6709 PT107 117 ink . **Blouse** MIRENA Poplin 8588 N1952 10 white . **Scarf** YUTO Voile 3117 N7710 134 royal

Left: Top DESA Rib 1x1 10031 R5300 247 mirage . **Blouse** AMIKA Lightweight Linen 8394 LI160 332 rain . **Knit Sweater** MIA MALU Cotton Mix Ajour 6674 CA234 486 dark iced
Pants BAGGY STRAIGHT Denim Comfort 5865 D9705 605 snake blue . **Shoes** THE ROMANS Leather 3529 L9102 129 gold . **Right: Jacket** LIVANA Denim 7889 D4760 055 medium
Blouse WALLY Denim Light 8591 D9563 058 light . **Shorts** LOVELY Satin Powerstretch 5219 SN822 12 marine





Blouse AMIKA Lightweight Linen 8394 LI160 332 rain
Top DESA Rib 1x1 10031 R5300 247 mirage . **Knit Sweater** MIA MALU Cotton Mix Ajour 6674 CA234 486 dark iced
Pants BAGGY STRAIGHT Denim Comfort 5865 D9705 605 snake blue . **Shoes** THE ROMANS Leather 3529 L9102 129 gold

Jacket LIVANA Denim 7889 D4760 055 medium . **Blouse** WALLY Denim Light 8591 D9563 058 light . **Shorts** LOVELY Satin Powerstretch 5219 SN822 12 marine . **Scarf** YUTO Viscose Wool 3117 VW101 12 marine





Jacket JOPLIN Denim Comfort 7225 D9705 605 snake blue . **T-Shirt** CECILIA SLEEVELESS Flame Jersey 10128 F5530 12 marine . **Skirt** SHYRA SKIRT LONG Recycled Denim 2666 RD202 677 addicted . **Scarf** YUTO Viscose Wool 3117 VW101 12 marine

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Longsleeve JOLINI Tencel Organic Cotton Striped 6709 PT107 117 ink . **Blouse** MIRENA Poplin 8588 N1952 10 white . **Pants** LOVELY FLARED Light Denim Linen 5287 D1910 800 columbia blue . **Scarf** YUTO Voile 3117 N7710 134 royal





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Cap LENNY Linen Mix Logo 3D 3235 LU250 267 fondant



Knit Sweater EVELIA Soft Wool 6730 W1356 61 offwhite . **Pants** BAGGY STRAIGHT Organic Ecu Denim 5865 OD300 68 ecru . **Cap** LENNY Corduroy Artwork 3D 3235 N4261 267 soft rose





Sweater SMILA Sweat 1698 S7408 136 iced . **Pants** SHYRA CROPPED Cord Stretch 5318 N9491 136 iced

Hoodie HAVEN Sweat Peached 1810 S1967 26 rose . **Jacket** JULINA Tech Cotton Mix 7373 N3162 478 soft rose . **T-Shirt** LOXLEY Organic Jersey 10140 OJ126 478 soft rose .
Shorts LOVELY Satin Powerstretch 5219 SN822 478 soft rose . **Scarf** YUTO Voile 3117 N7710 22 barbie . **Shoes** THE ROMANS Leather 3529 L9102 129 gold





Knit Sweater AURELIANA Soft Lurex Wool 6735 W6019 478 soft rose . **Blouse** AMIKA Poplin 8394 N1952 10 white
Longsleeve CECILIA Jersey 10123 J3070 10 white . **Pants** LOVELY FLARED Cord Stretch 5287 N9491 478 soft rose





T-Shirt JOSIANE Jersey Organic 10076 OJ135 61 offwhite . Skirt CENDRINE Vichy Karo 2753 N8602 266 cherry





Knit Sweater LAURA ANN Cotton Mix Structured 6771 C9014 405 multicolor . **Blouse** ANTONINA Vichy Karo 8617 N8602 342 kiwi . **Shorts** DECIMA Jersey 5958 J2460 269 sage



Dress GABRIELE Vichy Karo 2788 N8602 266 cherry . **Cap** LENNY Cotton Twill 3235 C3030 13 red . **Shoes** THE ROMANS Leather 3529 L9102 129 gold



Blouse LILINE SLEEVELESS Poplin 8576 N1936 442 light blue . **Blouse** LILINE SLEEVELESS Lyocell Stripe 8576 N1937 332 rain . **Shorts** BROOKE BERMUDA Denim 5954 D9105 918 racy



Blouse ALEXANDRIN Viscose Print 8601 N1698 117 ink . **Shorts** NELANIE Viscose Print 5285 N1698 117 ink

I M A N

 26. NOVEMBER 2024



Dress BUENA Viscose Stripe 2770 N6153 351 candy . Shoes THE TRAVERS Leather 3534 L9107 11 black

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Left: **Blouse** ALEXANDRIN Viscose Print 8601 N1698 117 ink . **Shorts** NELANIE Viscose Print 5285 N1698 117 ink

Right: **Blouse** LILINE SLEEVELESS Poplin 8576 N1936 442 light blue . **Blouse** LILINE SLEEVELESS Lyocell Stripe 8576 N1937 332 rain . **Shorts** BROOKE BERMUDA Denim 5954 D9105 918 racy



Knit Top ANDRA Cotton Mix Structured 6776 CA188 10 white



Shoe THE TRAVERS Leather 3534 L9107 64 camel

Knit Top ANDRA Cotton Mix Structured 6776 CA188 10 white . **Skirt** JOSETTE LONG Crinkle Jersey 2772 JC300 61 offwhite . **Shoes** THE TRAVERS Leather 3534 L9107 64 camel





Top CASI Rib 2x2 Striped 1967 R6210 11 black . **Pants** FEODORA WIDE Satin Light 5966 N7310 79 antra . **Scarf** YUTO Viscose Wool 3117 VW101 79 antra

Shoe THE BEST GRIP Leather 3531 L9104 88 brown



Blouse JESS Satin Stretch 8616 SN100 379 beige





Blouse JESS Satin Stretch 8616 SN100 379 beige . **Skirt** CECE Satin Stretch 2787 SN100 379 beige

Shoe THE ROMANS Leather 3529 L9102 129 gold



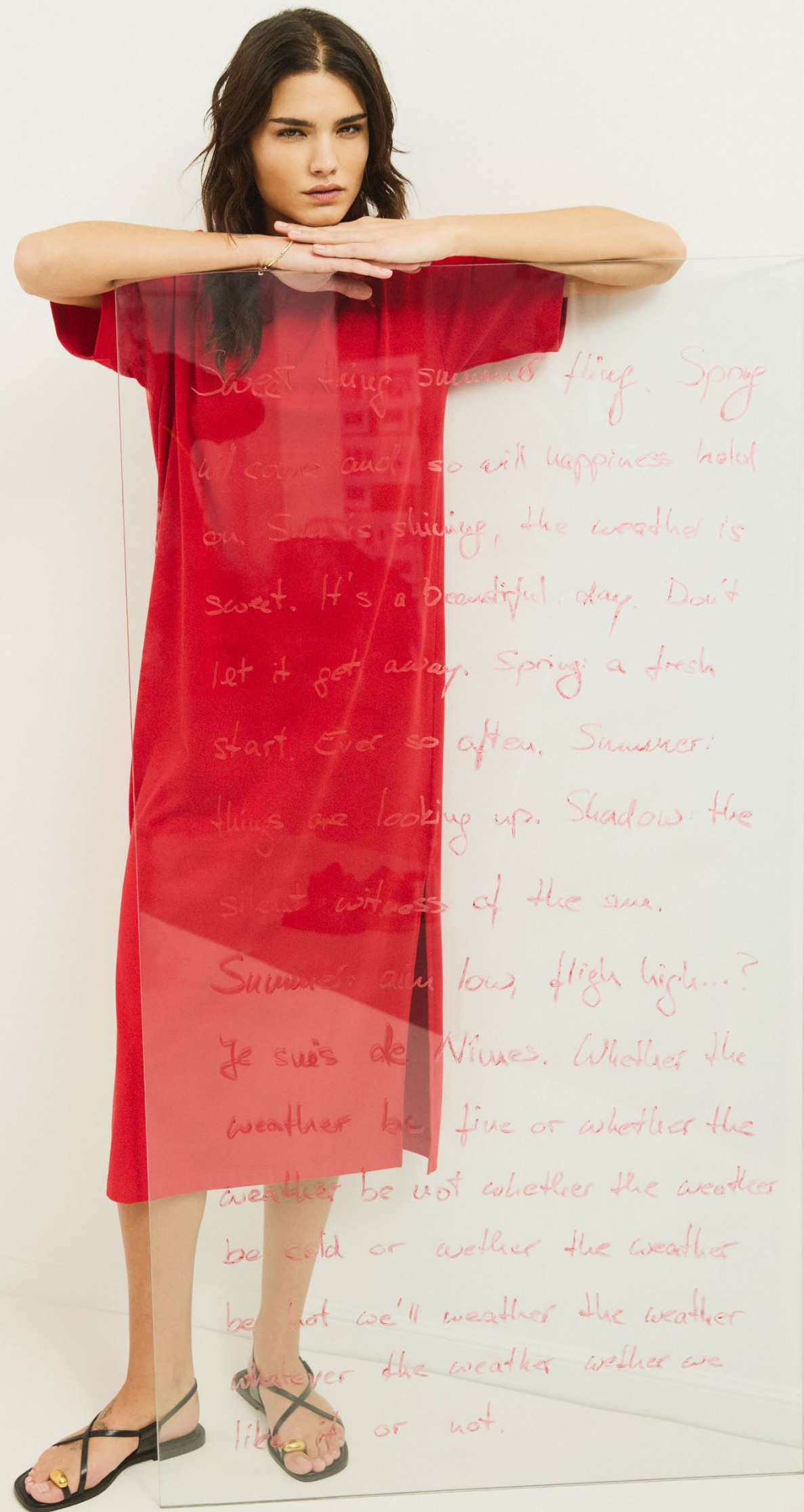
Top CASI Rib 2x2 Striped 1967 R6210 11 black . **Pants** FEODORA WIDE Satin Light 5966 N7310 79 antra . **Scarf** YUTO Viscose Wool 3117 VW101 79 antra . **Shoes** THE TRAVERS Leather 3534 L9107 11 black



WHEN IT'S
REAL IT'S
EFFORTLESS



Coat JULINA Tech Cotton Mix 7644 N3162 61 offwhite · Hoodie HAVEN Striped Frottee 1810 JF200 266 cherry · Cap LENNY Cotton Twill 3235 C3030 13 red



Dress ALIYA Peach Jersey 2751 J2121 18 flame red



Coat JULINA Tech Cotton Mix 7644 N3162 61 offwhite . Hoodie HAVEN Striped Frottee 1810 JF200 266 cherry





Shoes THE BRAIDED Leather 3549 | 912111 black

Jacket YAYANA Nylon 7890 N3209 379 beige . **Blouse** PIA FLORA Poplin 8599 N1952 10 white
Pants SARA J Polyester Jersey Plissee 5927 J9280 379 beige . **Scarf** YUTO Cotton Uni 3117 N8200 13 red





Coat JULINA Tech Cotton Mix 7644 N3162 61 offwhite . Cap LENNY Cotton Twill 3235 C3030 13 red

Blouse LASH Linen Cotton Mix 8283 LC105 268 light bone . Skirt PEONY Linen Cotton Mix 2652 LC105 268 light bone





T-Shirt STINELLA Organic Jersey 1973 OJ130 10 white . **Blouse** MIRENA Poplin Stripe 8588 N1953 12 marine
Dress LORALIN Cotton Mix Striped 6780 C9010 12 marine . **Scarf** YUTO Viscose Wool 3117 VW101 12 marine

Bag SHOPPING BAG Canvas 3258 C7050 11 black . **Bag** SHOPPING BAG Canvas 3258 C7050 331 lake



T-Shirt LUCIANA Interlock Striped 10150 I3511 12 marine
Pants RAHEL Cotton Embroidery 5297 N8603 61 offwhite . **Shoes** THE TRAVERS Leather 3534 L9107 11 black





Shoes THE HOLDER Leather 3530 L9103 11 black

Blouse ALEXANDRIN Viscose Print 8601 N6152 50 bay . **Shorts** DECIMA Denim Light Striped 5958 D9541 058 light . **Scarf** YUTO 3117 D1903 026 raw . **Shoes** THE TRAVERS Leather 3534 L9107 11 black





BITS *and* BITES



Longsleeve VELIA Flame Jersey 10092 F5520 342 kiwi
Dress DALIE SHORTSLEEVE 2762 N8441 342 kiwi
Shoes THE TRAVERS Leather 3534 L9107 64 camel



Blouse EVA LINA Poplin Stripe 8598 N1947 478 soft rose . **Longsleeve** CECILIA Flame Jersey 10123 F5530 55 lilac
Pants PEYTON Denim Comfort 5819 D9705 923 shallow . **Shoes** THE ROMANS Leather 3529 L 9102 129 gold

Blouse AMIKA Lightweight Linen 8394 L1160 478 soft rose . **Top** CASI Rib 2x1 1967 R7220 365 grey melange . **Pants** LOVELY FLARED Polyester Viscose Mix 5287 N1296 140 metal . **Cap** LENNY Striped Denim 3235 C3040 357 navy





Blouse EVA LINA Poplin Stripe 8598 N1947 478 soft rose . **Longsleeve** CECILIA Flame Jersey 10123 F5530 55 lilac . **Pants** PEYTON Denim Comfort 5819 D9705 923 shallow





Left: **Blouse** TEGAN Denim Black 8611 DB404 756 clubbing . **Vest** BINIE Denim Black 7844 DB404 756 clubbing . **Shorts** MOONLIGHT Denim Black 5961 DB404 756 clubbing
 Right: **Blouse** TEGAN Recycled Denim Light 8611 RD662 962 paradiso . **Knit Sweater** ANNA MARIA Ajour Lyocell Cotton Mix 6762 AL200 11 black . **Pants** PRIME NEW Denim Comfort 5911 D9705 610 cool breeze .
Scarf YUTO 3117 D1903 026 raw . **Shoes** THE BLAUSTOFF Cotton 3553 L9126 347 jeans





Blouse TEGAN Recycled Denim Light 8611 RD662 962 paradieso
 Knit Sweater ANNA MARIA Ajour Lyocell Cotton Mix 6762 AL200 11 black
 Pants PRIME NEW Denim Comfort 5911 D9705 610 cool breeze
 Scarf YUTO 3117 D1903 026 raw . Shoes THE BLAUSTOFF Cotton 3553 L9126 347 jeans



Jacket DOTTY Recycled Denim 7205 RD220 026 raw
 Knit Sweater ANNA MARIA Ajour Lyocell Cotton Mix 6762 AL200 61 offwhite
 Pants SHYRA TAP Recycled Denim 5840 RD220 026 raw
 Scarf YUTO 3117 D1903 026 raw



Jacket DOTTY Recycled Denim 7205 RD220 026 raw



Blouse TEGAN Denim Black Black 8611 DB404 756 clubbing
 Vest BINIE Denim Black Black 7844 DB404 756 clubbing
 Shorts MOONLIGHT Denim Black Black 5961 DB404 756 clubbing



Jacket DOTTY Recycled Denim 7205 RD220 026 raw
 Pants SHYRA TAP Recycled Denim 5840 RD220 026 raw







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