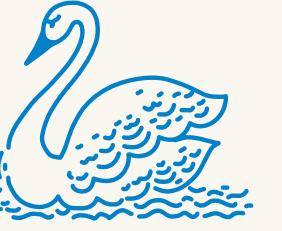


Merz b. Schwanen 

**LOOKBOOK
AW2026**

merzbschwanen.com

Oc Gonzales



CONTENT

In this look book you find moods, inspiration, overviews of all our products per line as photos, and the new products marked with 'NEW'.

MOOD COLLECTION	3-103
NEW PRODUCTS	104
ORDER TOOLS	117-122
T-SHIRT COMPARISON	123-140

I GOT LOVE
AW2026

AW 2026

I GOT LOVE — And That's Enough

This Autumn/Winter2026 collection is an invitation to slow down and turn inward. It reflects a belief that true richness is not defined by what we accumulate, but by how deeply we connect — to ourselves, to others, and to the moments that shape our everyday lives.

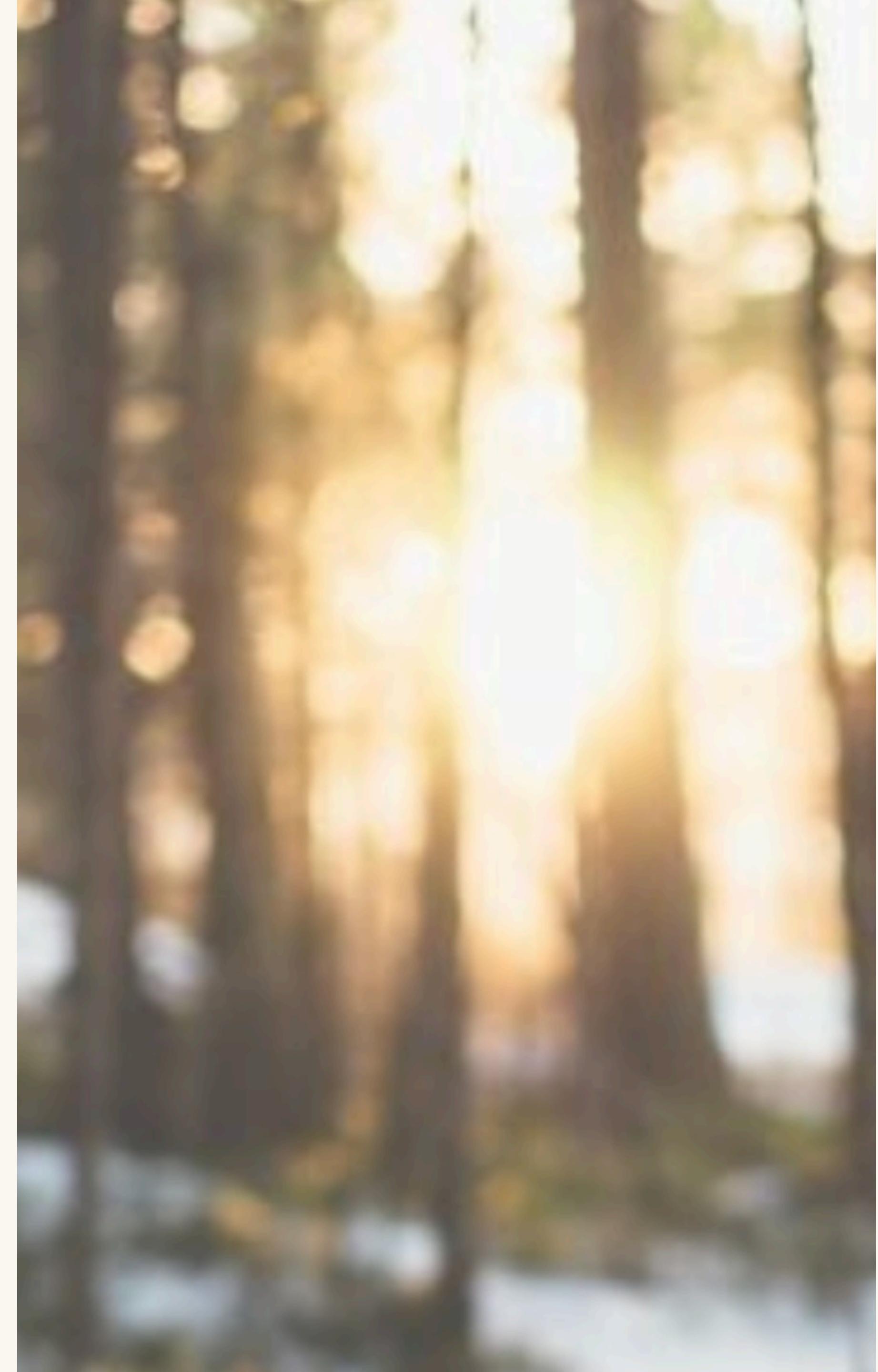
Inspired by the song “I Got Love”, the collection embraces a quieter kind of abundance. One that values presence over prestige, substance over spectacle. It speaks to self-love not as indulgence, but as care: eating good food, cultivating harmonious relationships, spending time with intention, and choosing the things that genuinely nourish us.

At the heart of the collection is the feeling of clothing itself. Natural materials rest softly on the skin, offering warmth, breathability, and comfort. Timeless designs allow each piece to become part of life rather than a statement about it — garments that feel familiar, grounding, and honest. Wearing them becomes a daily ritual of respect for the body and for craftsmanship.

When we feel comfortable and content in what we wear, we move through the world with ease. That ease creates space for openness, connection, and meaningful encounters.

In a world driven by speed, noise, and constant wanting, this collection stands for enoughness. For choosing what feels right, what lasts, and what brings calm confidence.

**Because when there is love —
for yourself, for others, for the way you live —
that is more than enough.**



Dear customers & friends,

I GOT LOVE — And That's Enough

This Autumn/Winter collection turns inward, toward what truly matters. It is about richness that cannot be measured — a deep connection to ourselves, to others, and to the way we live.

Inspired by the quiet conviction of “I Got Love”, the collection celebrates choosing depth over excess. Self-love here is care: eating well, nurturing meaningful relationships, spending time intentionally, and doing what brings calm and joy. It is also about wearing garments that feel right — natural materials on the skin, honest craftsmanship, timeless forms that do not chase trends.

Each piece is designed to accompany real life: moments of stillness, shared meals, work done with care, and the simple pleasure of feeling comfortable and content in what you wear. The quality of the fabric, the weight, the texture — all invite closeness and presence.

From this sense of connection grows quiet confidence, warmth, and joy. Because when you have love — that's enough.

We cordially invite you to watch the mood video for inspiration before browsing this look book, and wish you a successful AW26 pre-order season.

If you have any questions or require assistance, please do not hesitate to reach out to us. Your feedback is highly appreciated as we strive to continuously improve our services.

You can order easily by placing your order in our convenient and easy-to-use B2B shop, meeting us personally at the tradeshows or our showrooms, meeting your agents or distributors, or making a virtual appointment with Robert.

Your presence and support mean so much to us. We look forward to sharing our latest collection and continuing this journey together. We hope to see you soon.

We wish you a great season and all the best,

Gitta, Peter, Robert & the Merz b. Schwanen Team

ABOUT MERZ B. SCHWANEN

Merz b. Schwanen designs and

crafts original consciously made clothing.

Driven by steadfast values of heritage, integrity, and sustainability, our family-run, Berlin-based business is a quiet antidote to the world's feverish pace and mercurial trends.

Much like our centenarian loopwheelers,

Merz b. Schwanen moves with purpose, patience, and a penchant for timelessness.



AW2026 colors

Colors That Bring Us Back to Ourselves

This season's palette is rooted in warmth, depth, and quiet confidence.

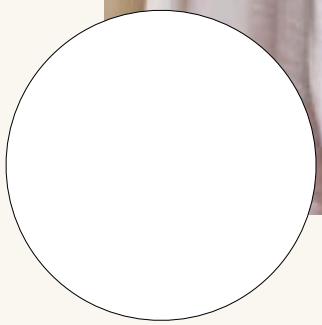
Rich brown tones — **ESPRESSO, COFFEE, and CHOCOLATE** — form the foundation, grounding the collection in comfort and familiarity. They are balanced with **DUSTED KHAKI** and natural greens in **FOREST** and **ARMY** shades, evoking a calm connection to nature.

New energy enters through **INDIGO SHADES** and layered blue tones, bringing a fresh clarity that pairs effortlessly with denim. These shades add contrast while remaining timeless.

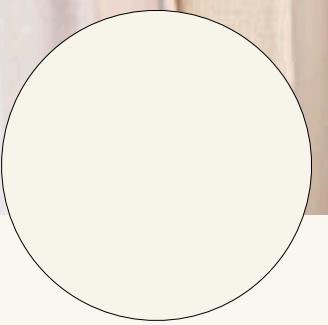
A second story draws from mid-century influences: rich browns meet classic **TEAK**, warmed by strong **RUST** orange, **BURGUNDY**, and **MAROON**. These combinations echo the sophisticated spirit of the 60s and 70s — expressive, warm, and enduring.

DEEP BLACK and **CHARCOAL** remain a constant, joined by new natural and warm brown combinations. Together, the colors feel honest, lived-in, and quietly rich — a palette designed to be worn, felt, and lived with.

AW2026 colors



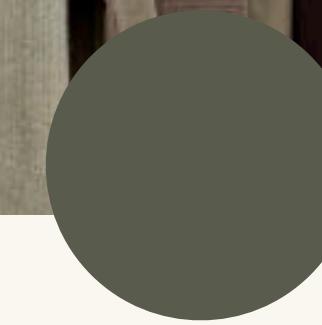
01 WHITE



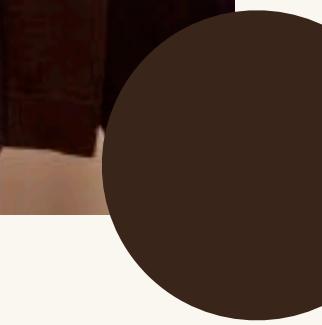
02 NATURE



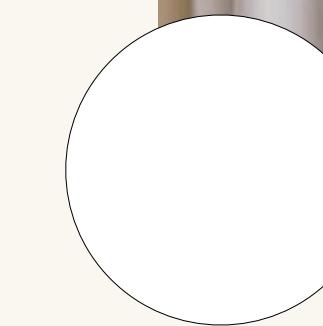
11 TOFFEE



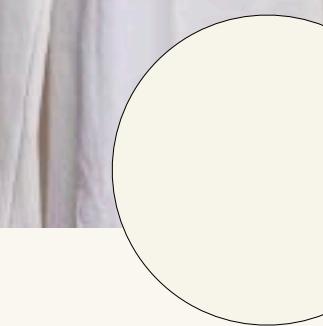
40 ARMY



19 COFFEE



01 WHITE



02 NATURE



520 INDIGO

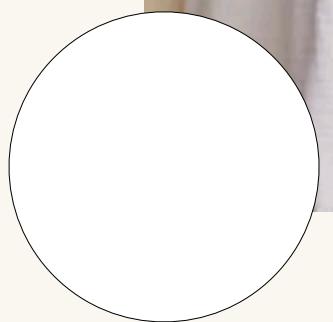


449 SAGE GREEN

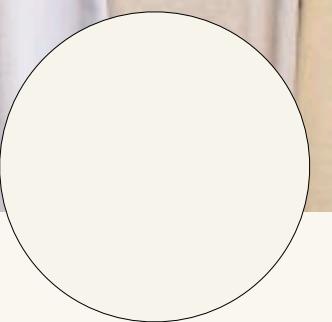


40 ARMY

AW2026 colors



01 WHITE



02 NATURE



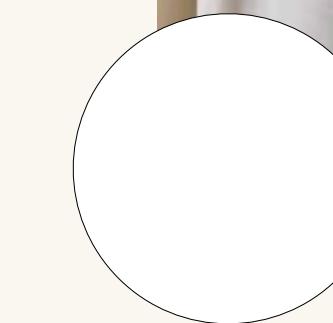
162 DUSTED KHAKI



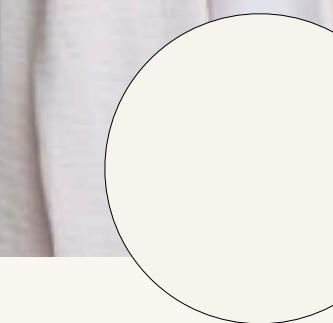
664 WASHED INK



51 DARK NAVY



01 WHITE



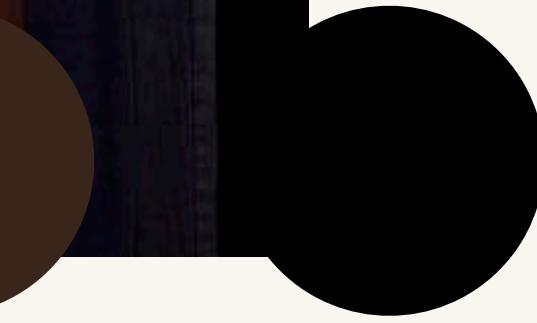
02 NATURE



06 GRAIN

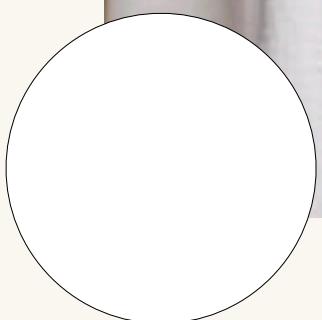


19 COFFEE

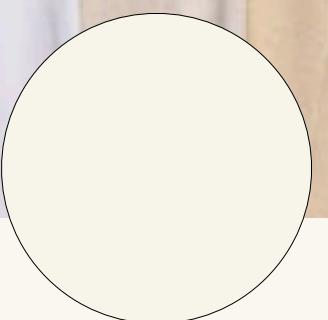


99 DEEP BLACK

AW2026 colors



01 WHITE



02 NATURE



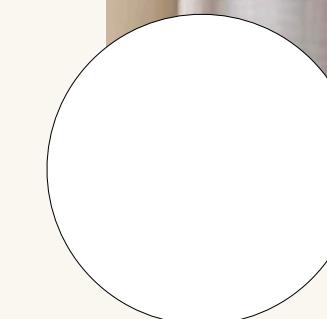
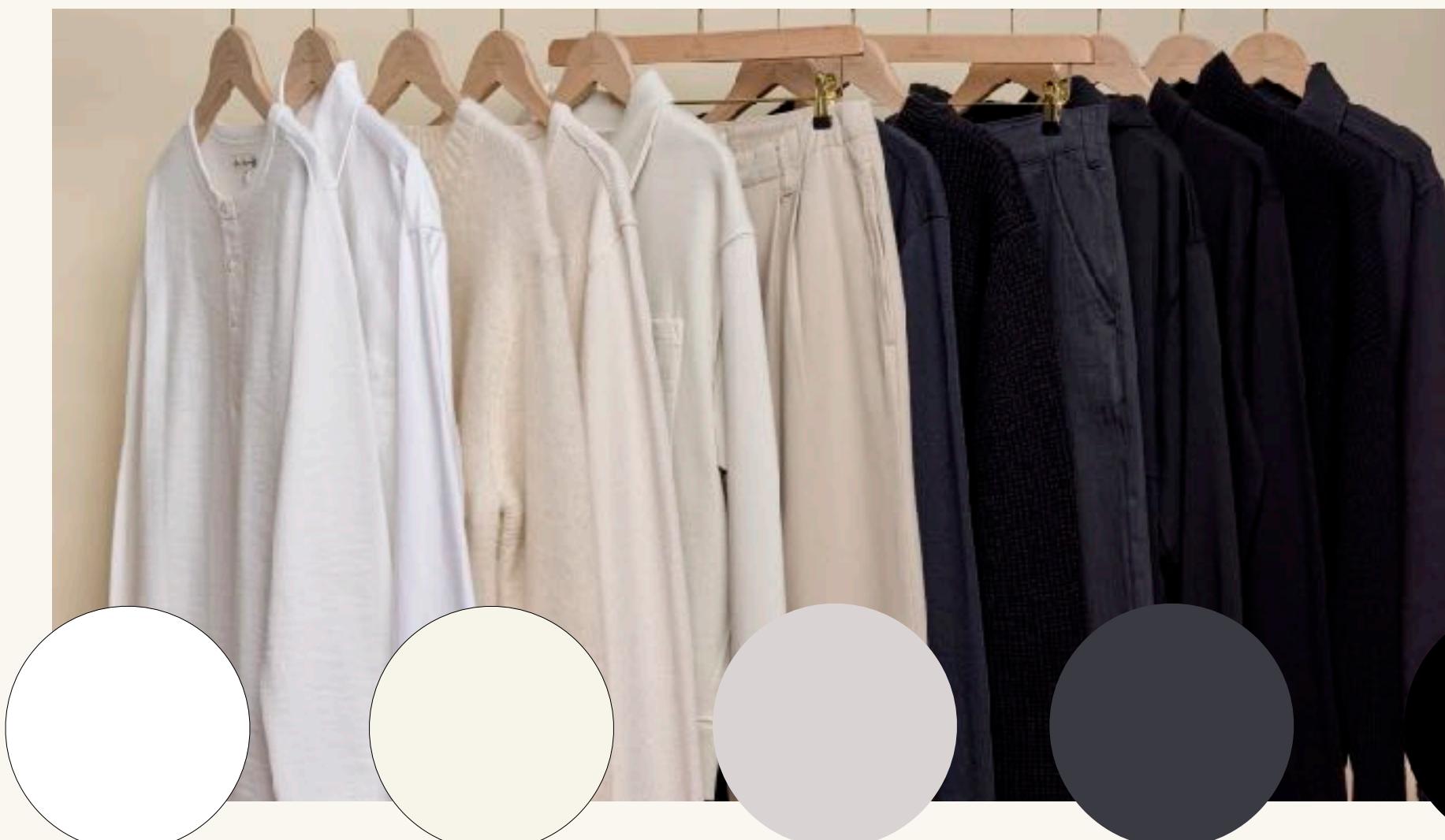
39 ROSEWOOD



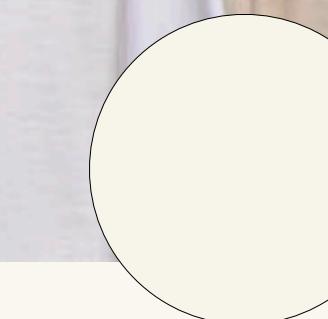
29 RUST



506 BURGUNDY



01 WHITE



028 CHALK



98 CHARCOAL



99 DEEP BLACK



01 WHITE



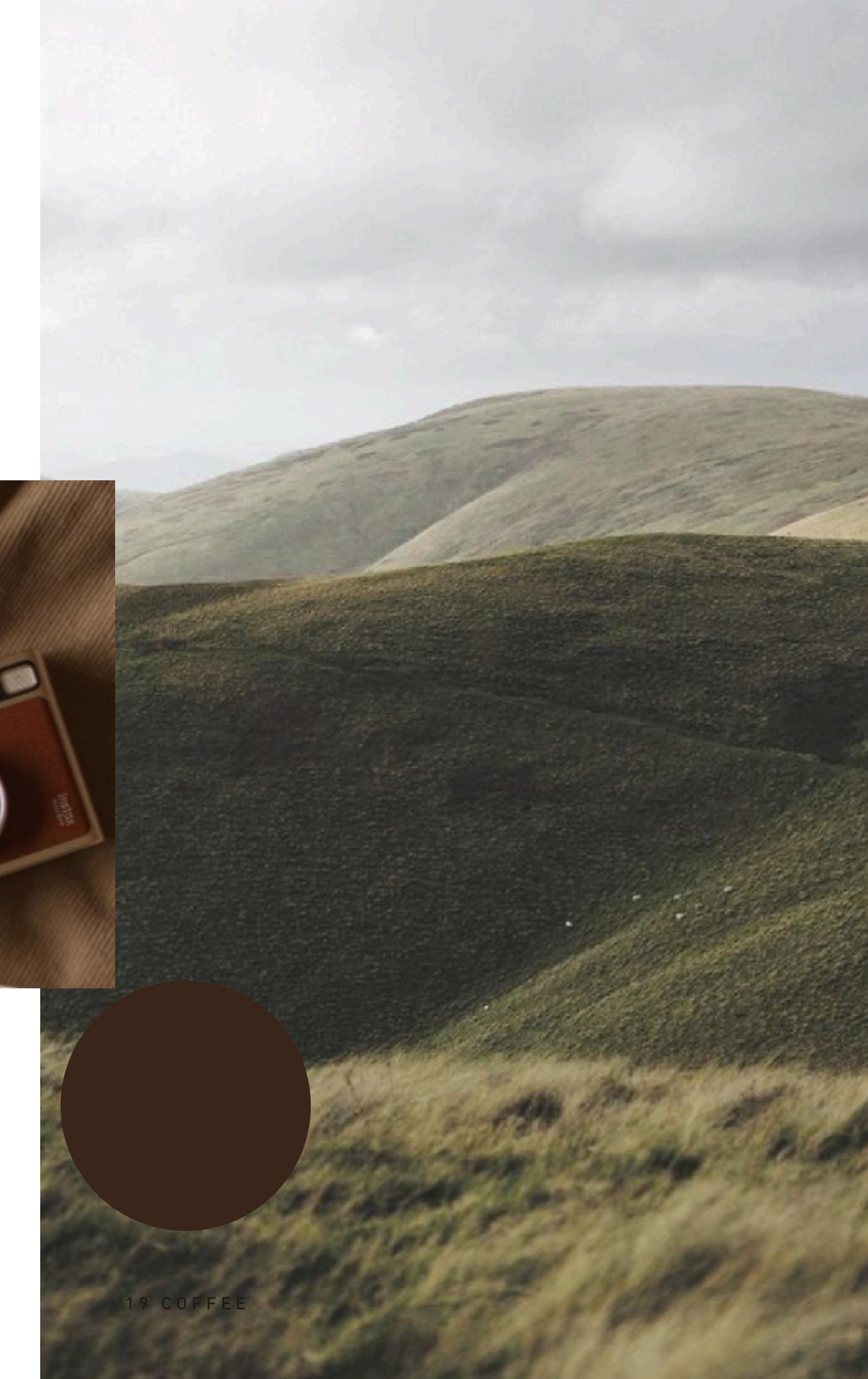
02 NATURE



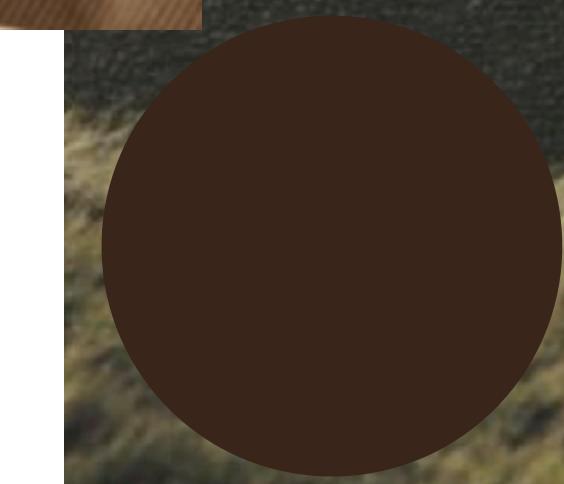
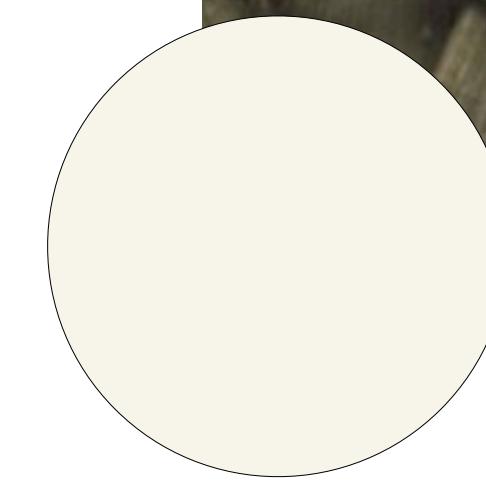
11 TOFFEE



40 ARMY



19 COFFEE















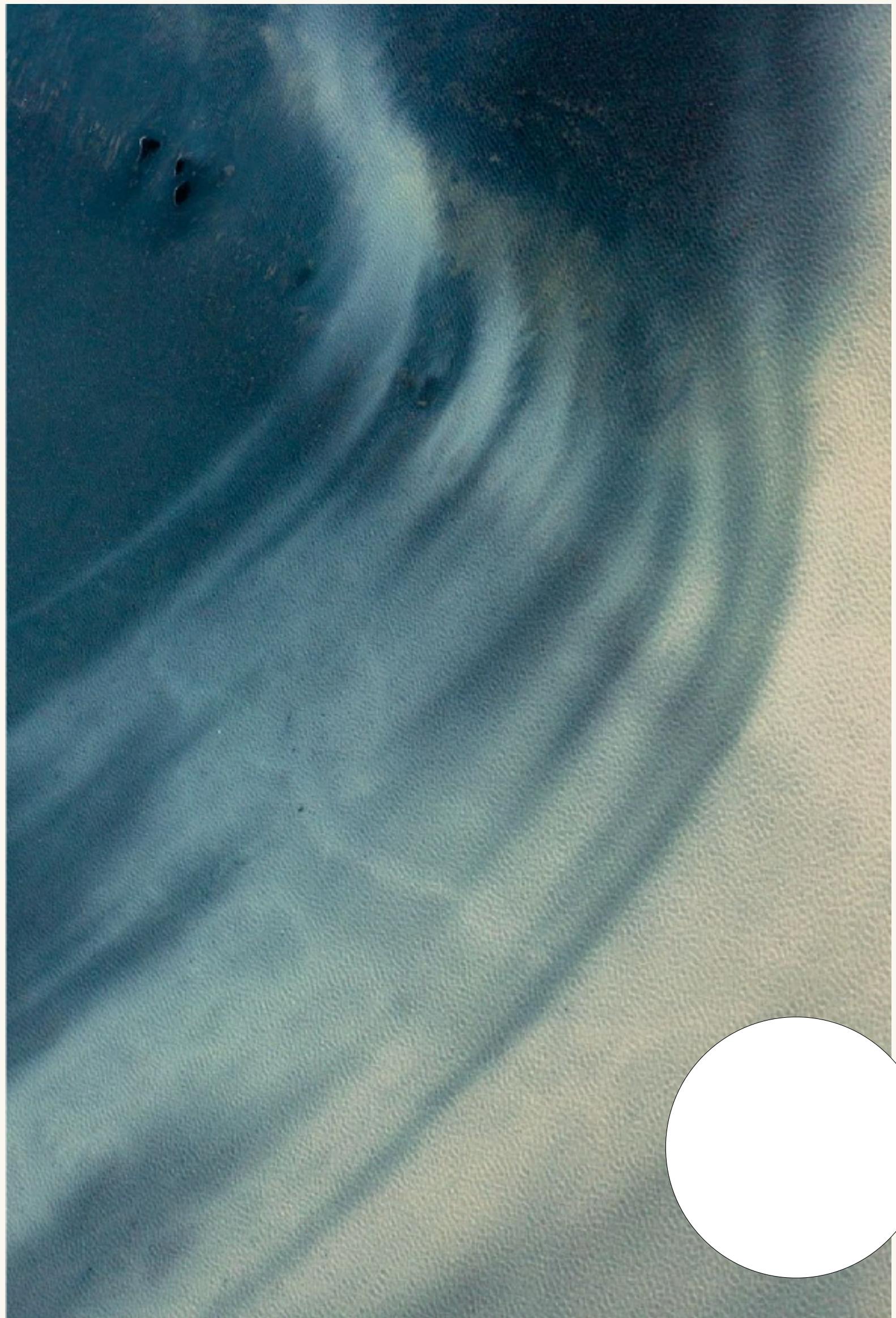




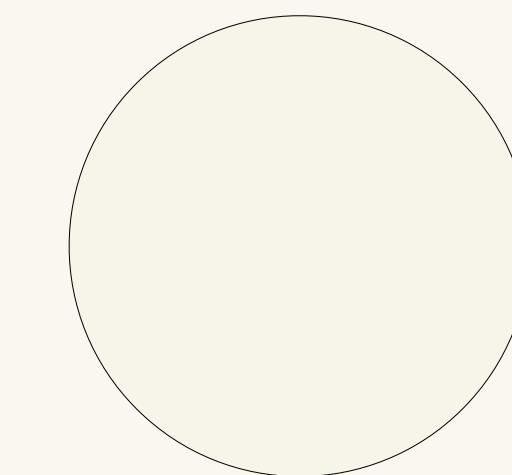




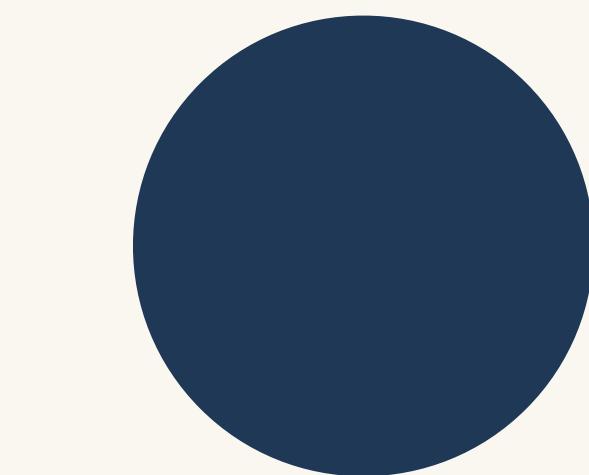




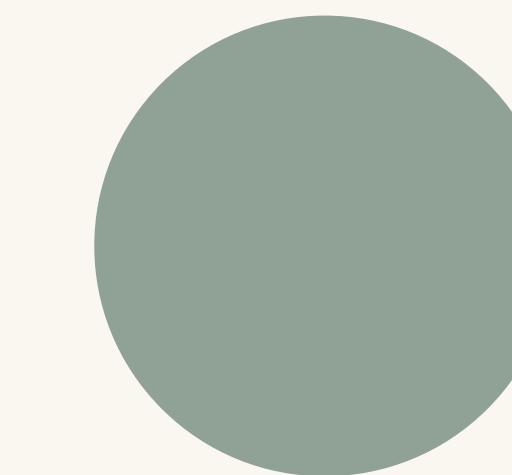
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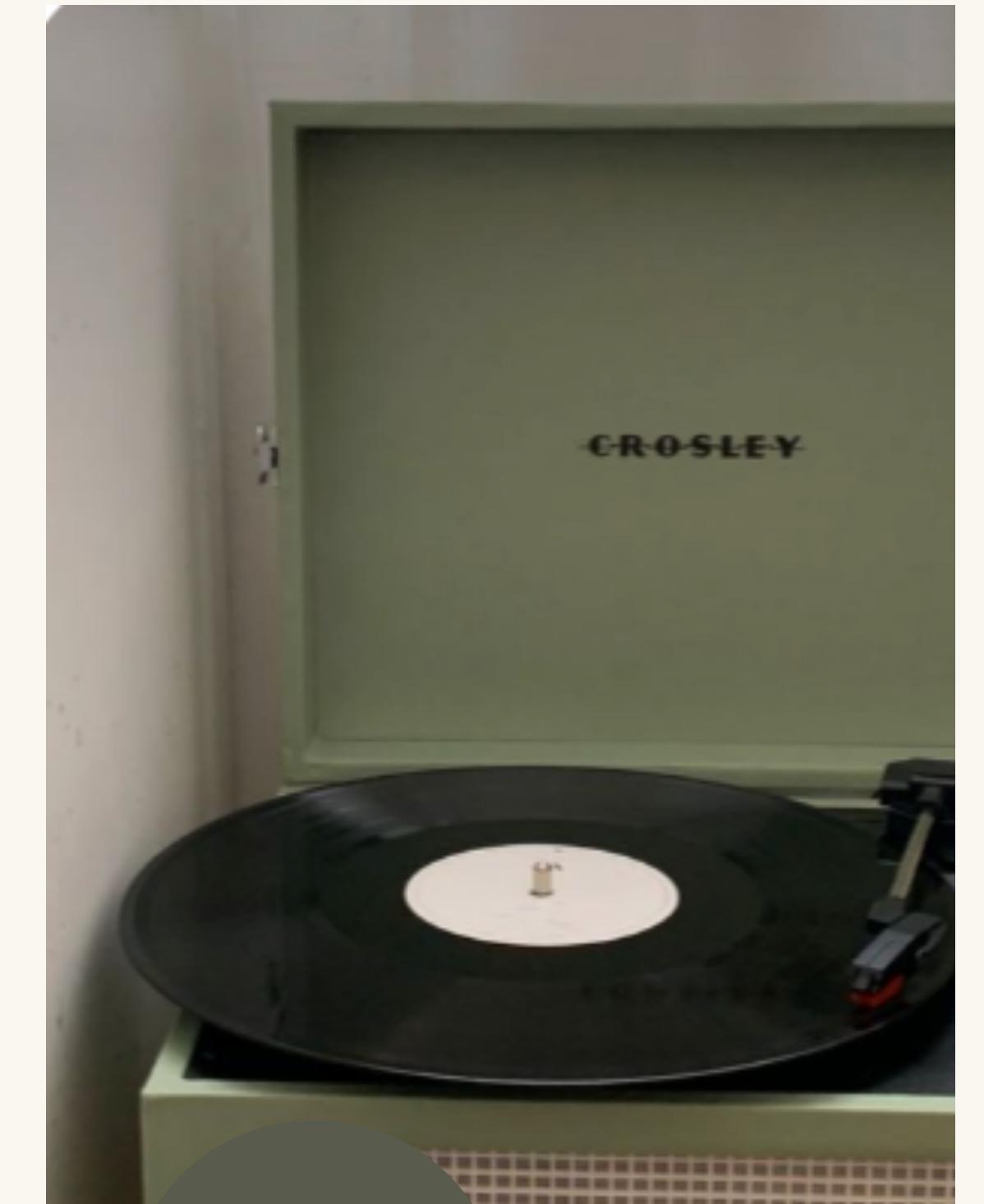
02 NATURE



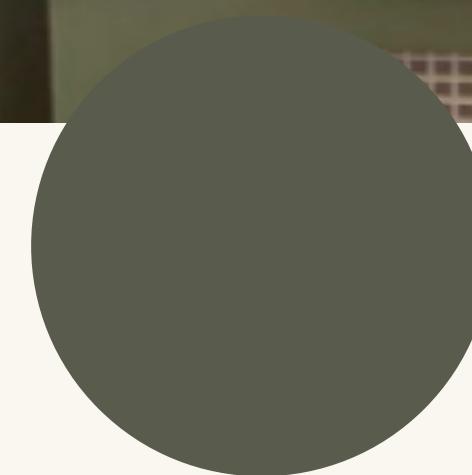
520 INDIGO



449 SAGE GREEN



40 ARMY

























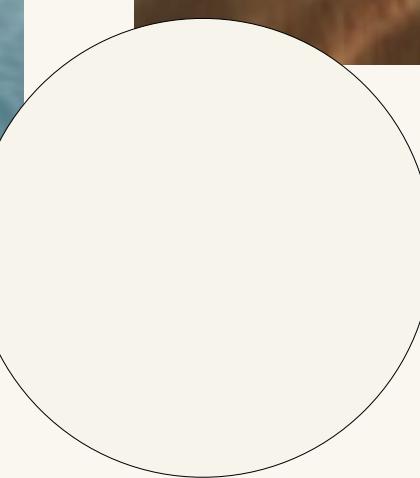




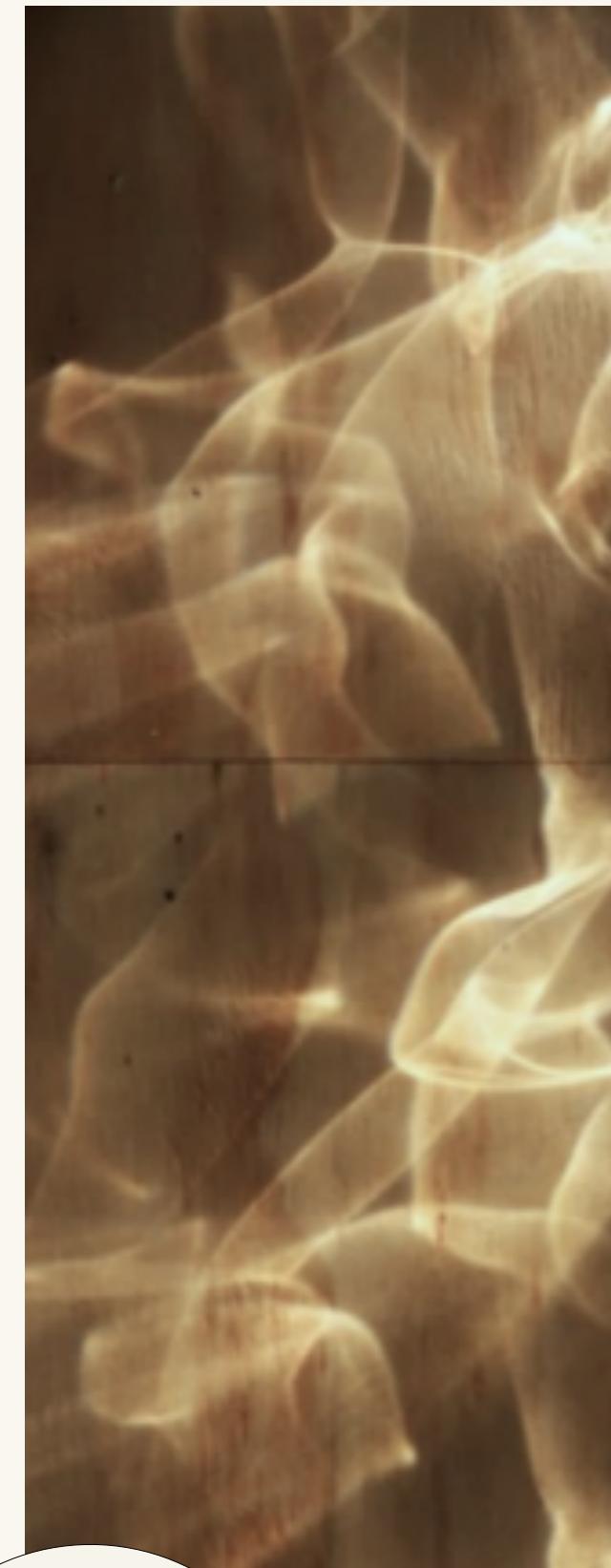




01 WHITE



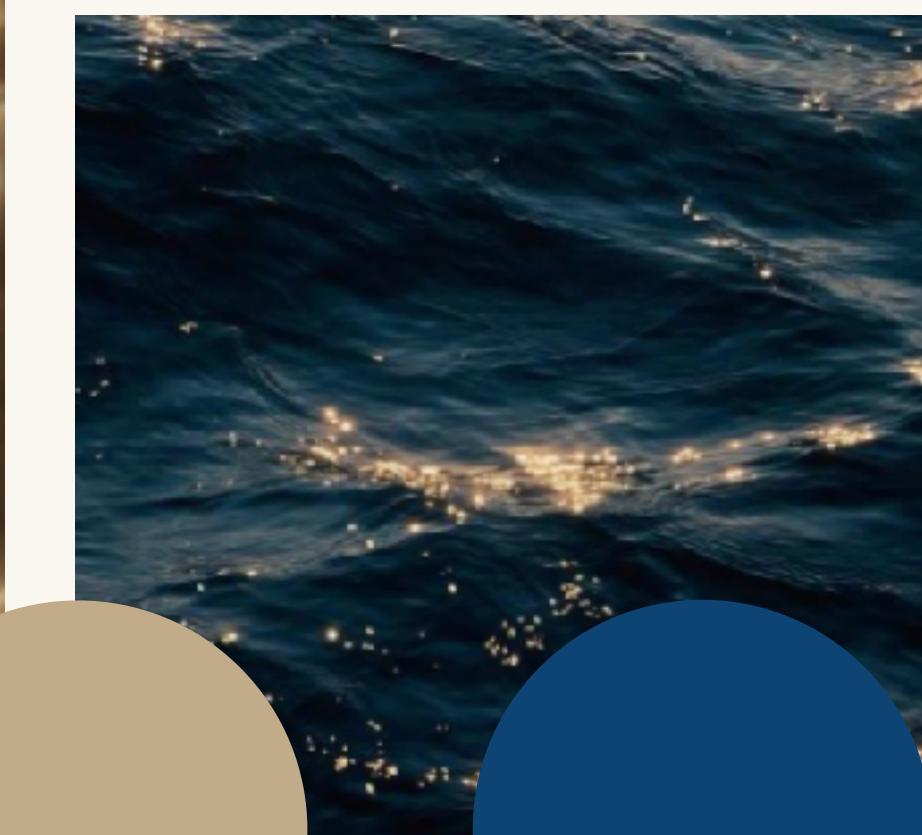
02 NATURE



162 DUSTED KHAKI



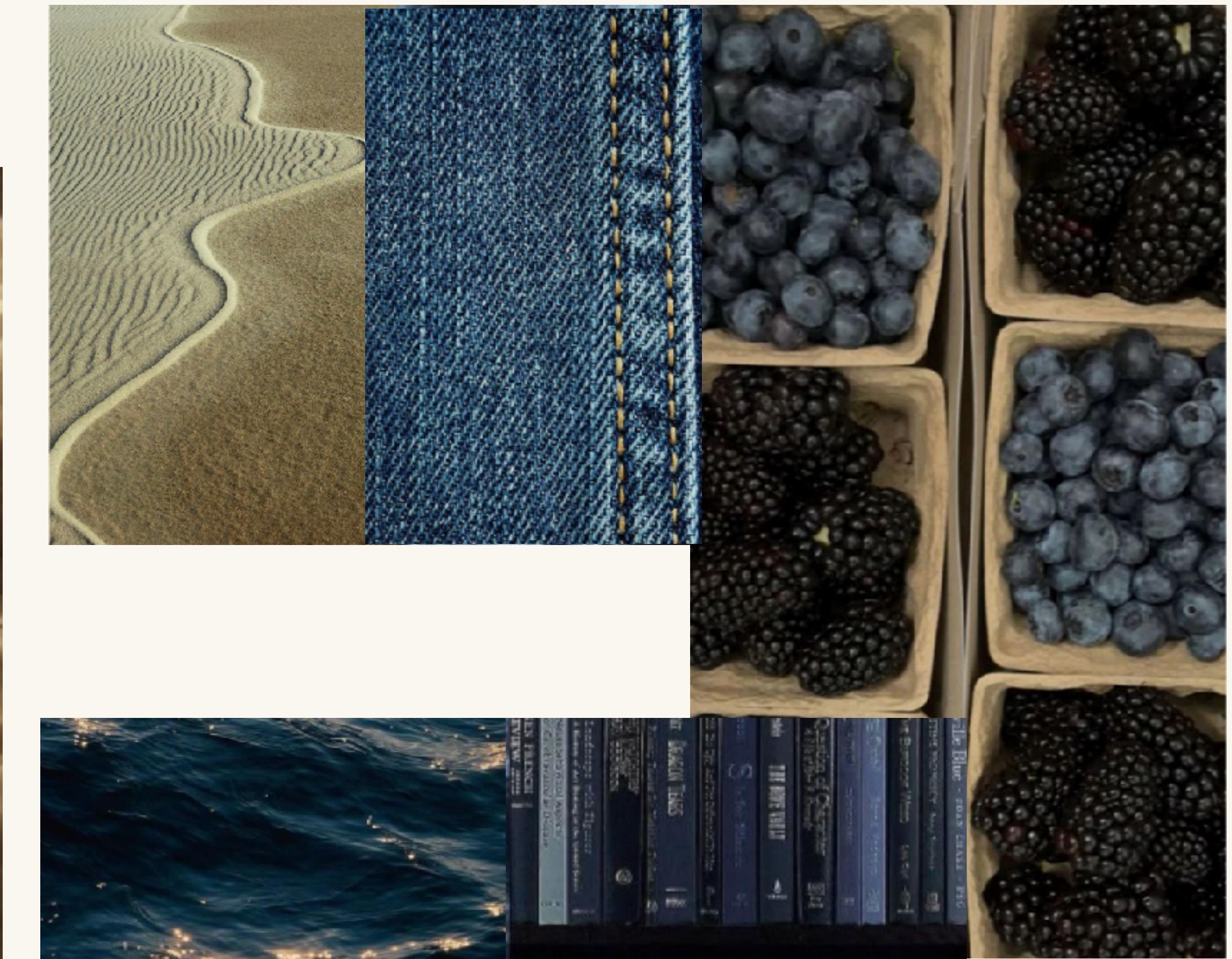
162 DUSTED KHAKI



664 WASHED INK



51 DARK NAVY



































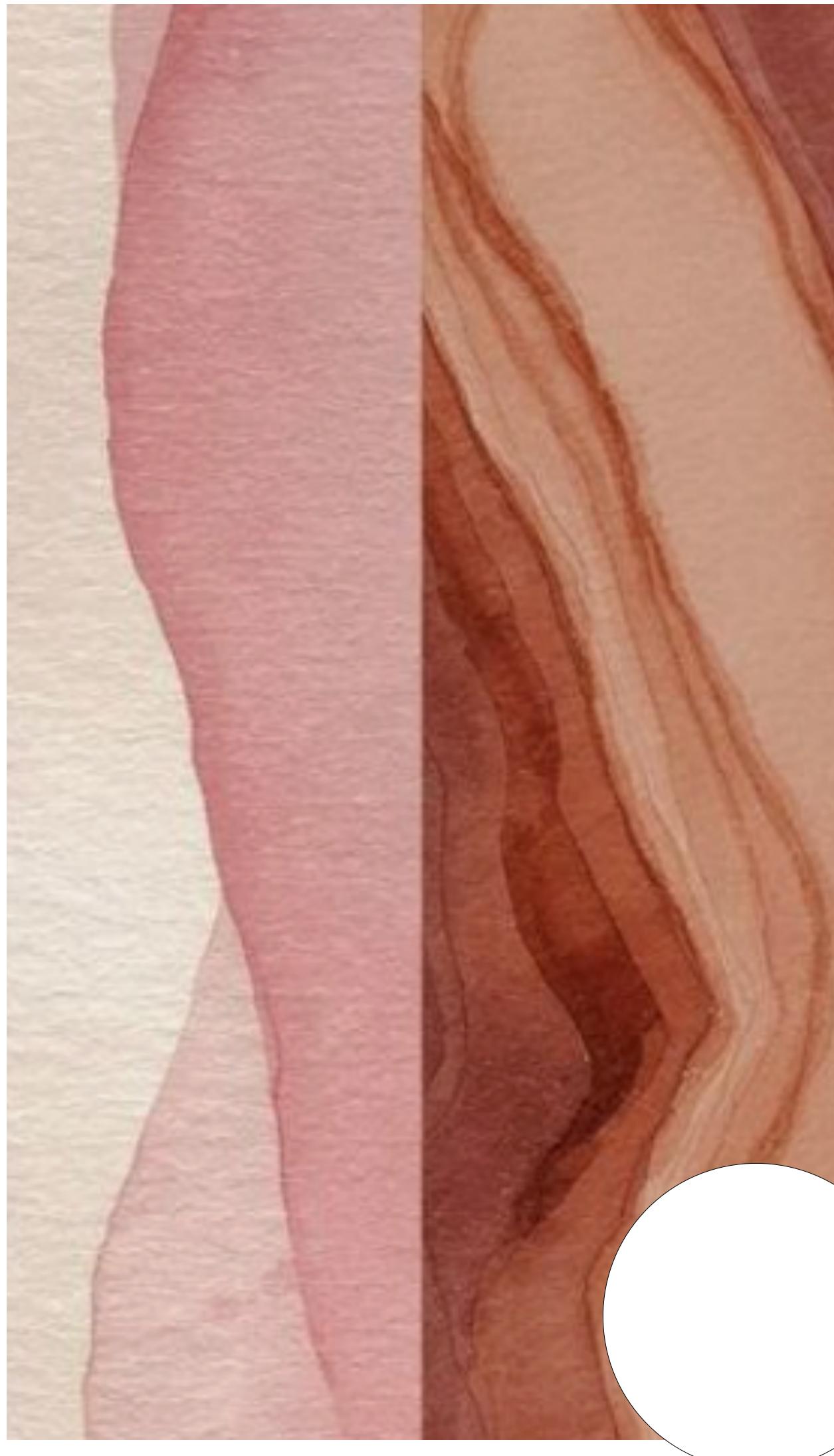








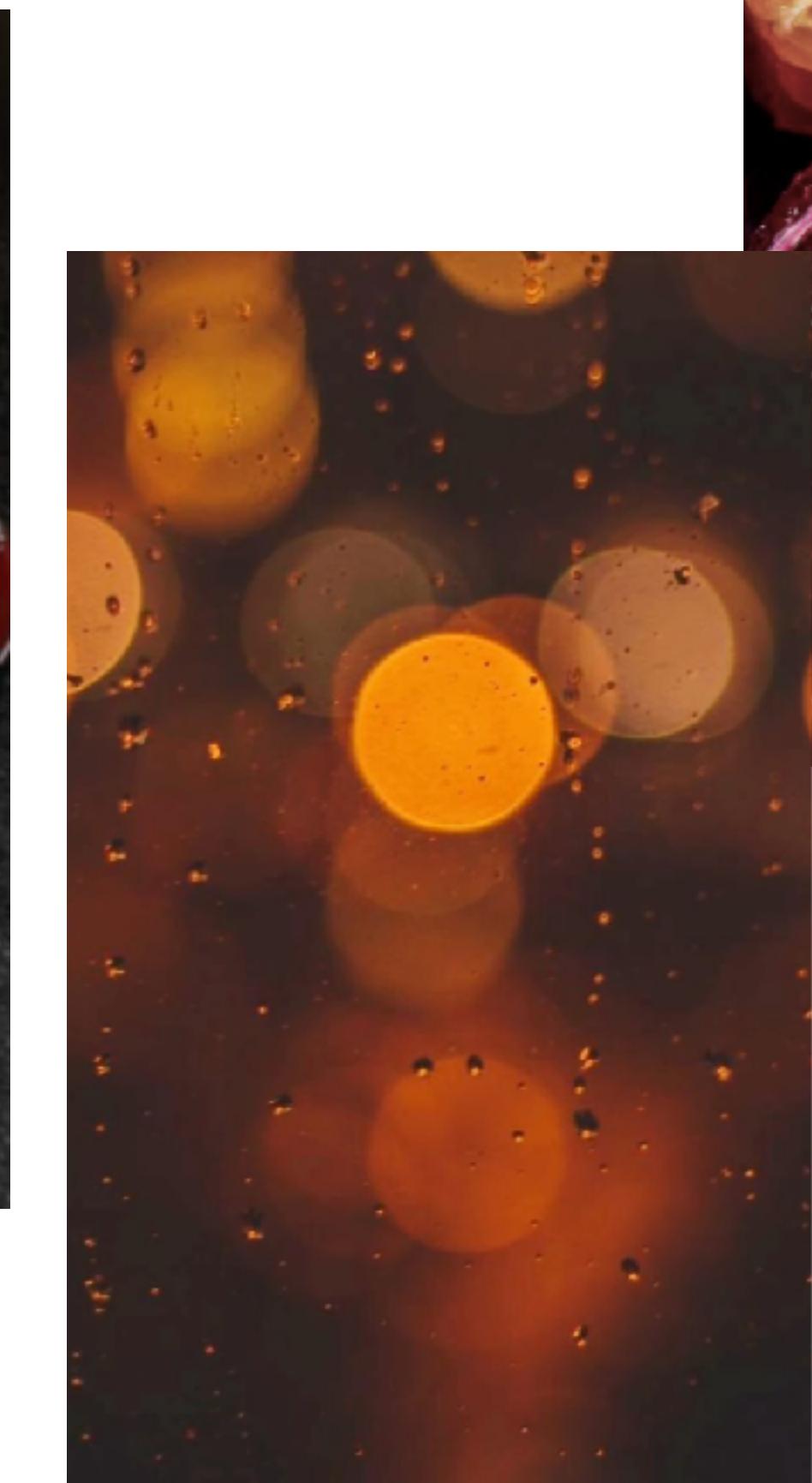




01 WHITE



02 NATURE



39 ROSEWOOD



29 RUST



506 BURGUNDY









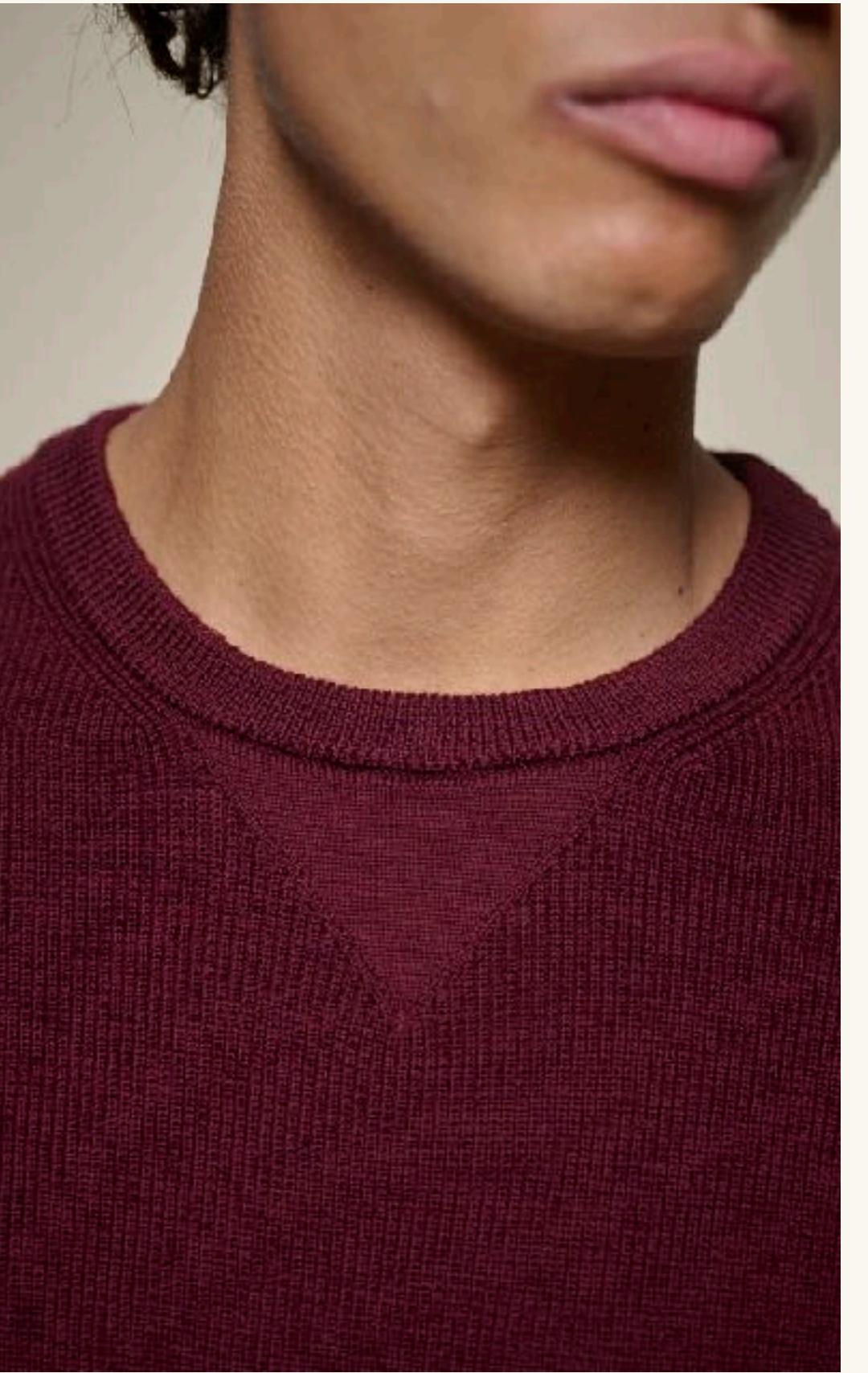




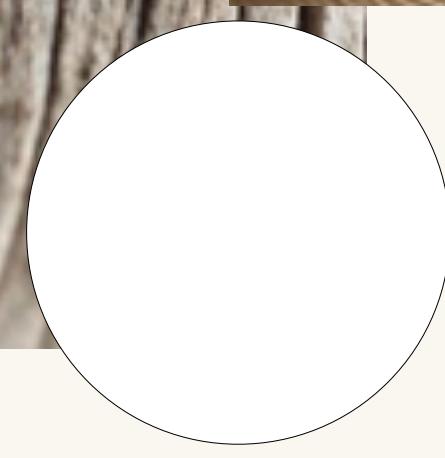
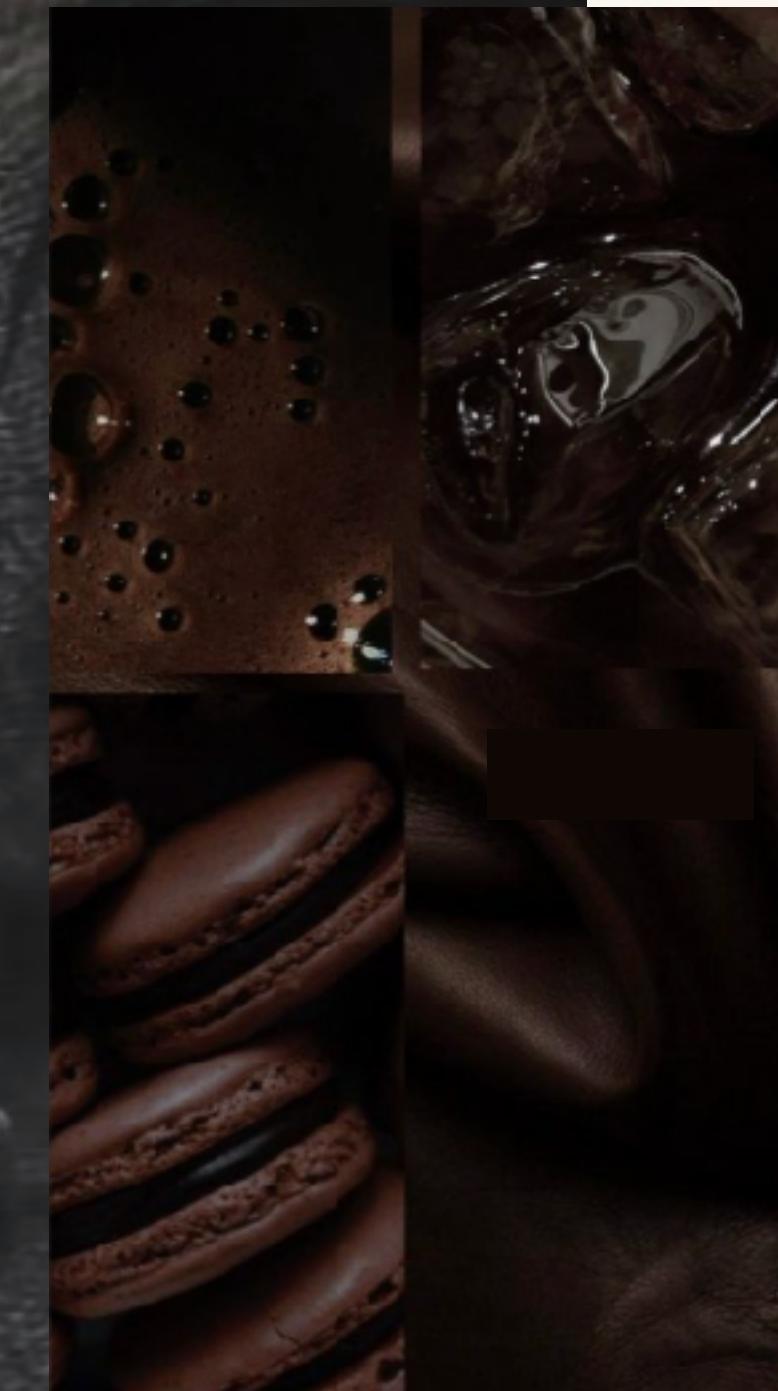




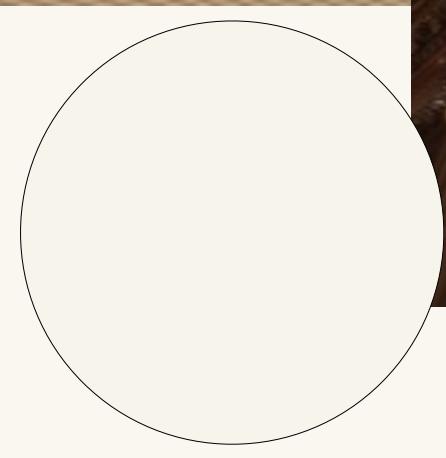




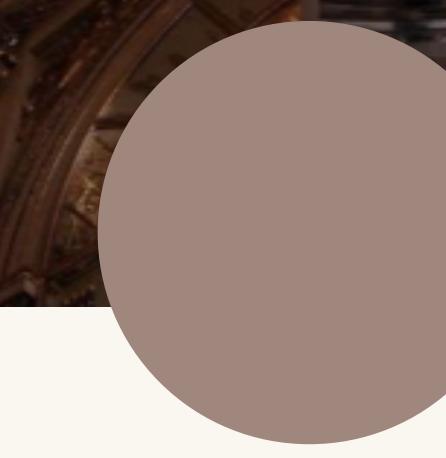




01 WHITE



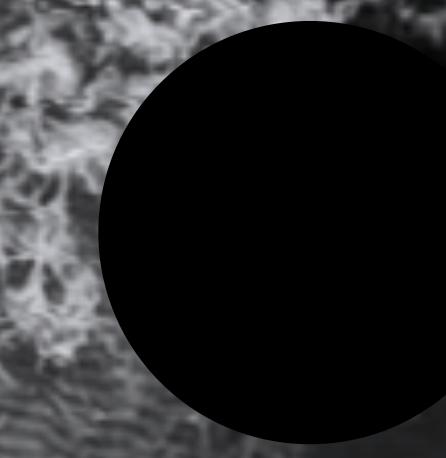
02 NATURE



06 GRAIN



19 COFFEE



99 DEEP BLACK

















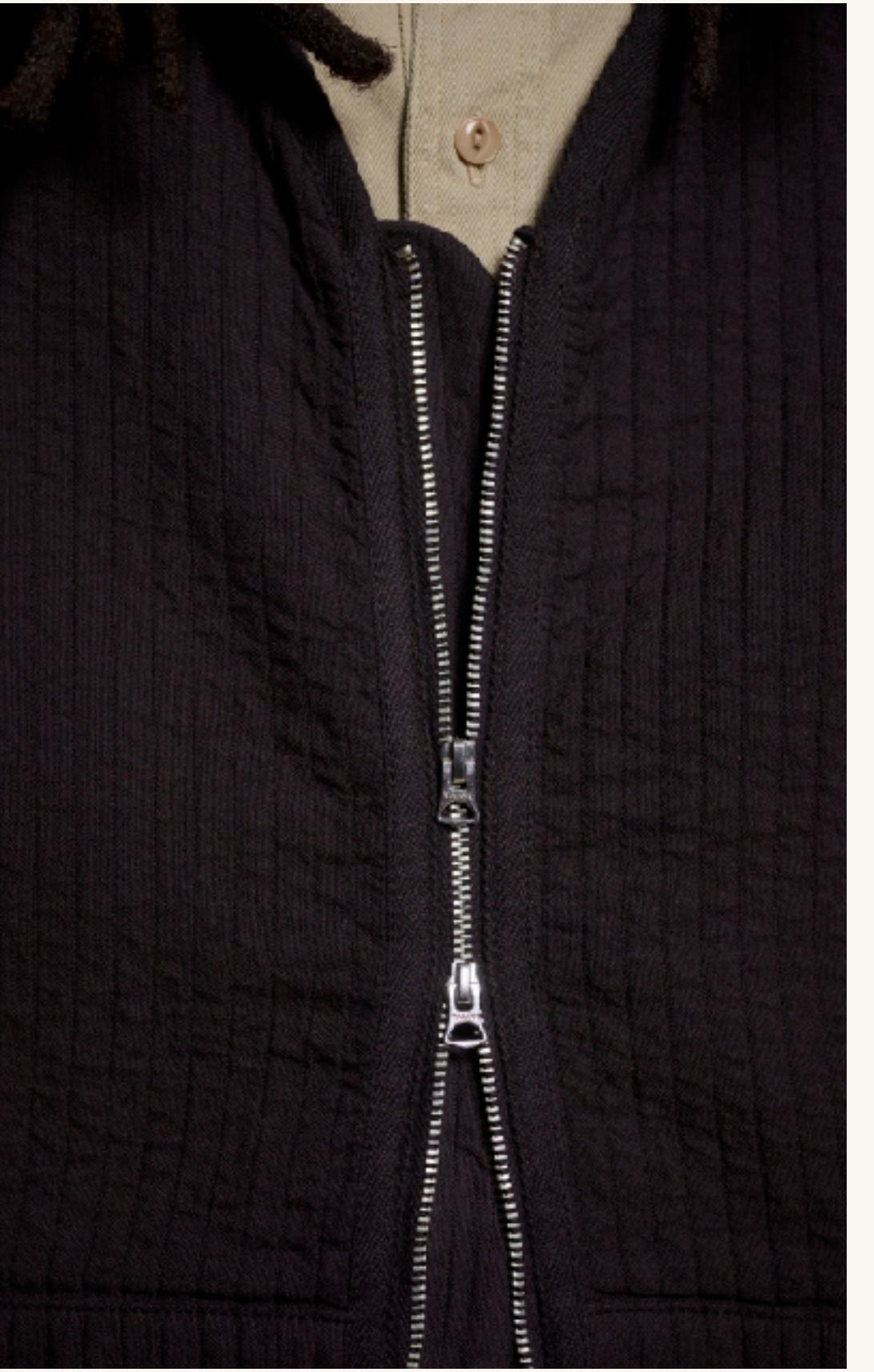




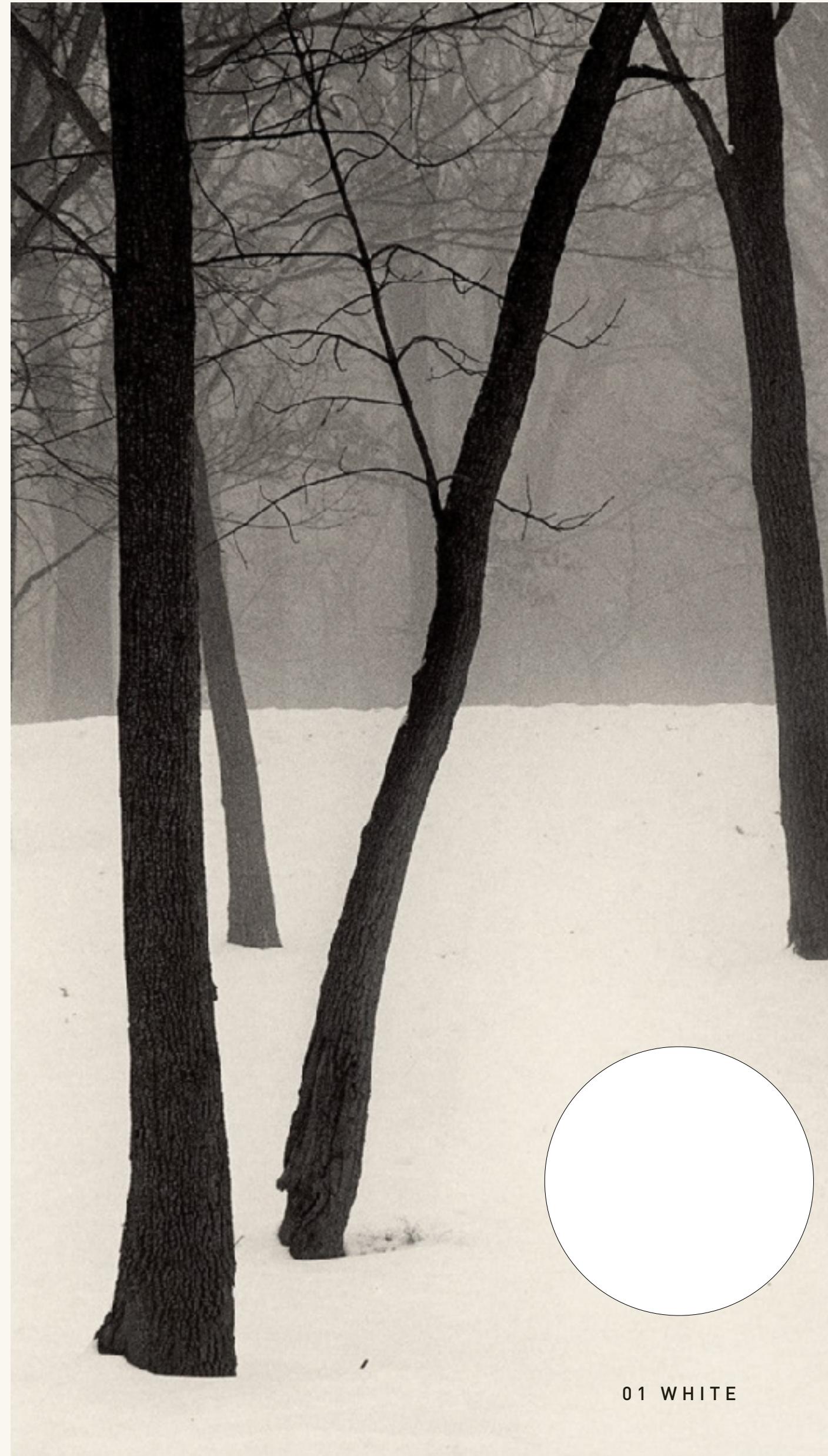










































WELCOME OUR NEW PRODUCTS

AW2026

COLLECTION STORY AW26

The Merz b. Schwanen autumn/winter '26 collection, 'I GOT LOVE', is a journey, not a destination — one that honors the Earth and reconnects us with its natural rhythms.

Each piece reflects timeless craftsmanship, thoughtfully reinterpreting the basics and essentials we cherish and rely on.

COLORS

ARMY and nuanced green shades such as **FOREST** and **VINTAGE ARMY** define the core palette for AW26. Appearing in various tones and depths, they create a calm, grounded foundation, styled with **BLUE HUES** and **INDIGO** for a natural, open feel — like woods under clear blue skies. The result is an earthy, balanced, and quietly confident color story.

Rich brown tones such as **ESPRESSO**, **CHOCOLATE**, and **COFFEE** add warmth and depth. Combined with black, light nature-inspired hues, and the new army shades, they form one of the key color stories of the season — timeless, comforting, and rooted.

Dark reds including **BURGUNDY** and **MAROON**, alongside vibrant **RUST** and subtle **ROSEWOOD** tones, introduce a sense of inner strength and momentum. Warm yet powerful, this palette reflects the energy to move forward with purpose and confidence.

FABRICS

SATEEN CANVAS, **HERRINGBONE**, and **WOOL TWEED** define the fabric story for Autumn/Winter 2026.

Their structured surfaces create a tactile contrast to sleeker materials, adding depth and balance to each look. Even tonal outfits gain a new dimension through the interplay of textures — structure meeting smoothness, tradition meeting modernity.

CLASSIC TWEED is reinterpreted with a contemporary mindset, combining the strengths of the past with the possibilities of today. The result is a fabric language that feels grounded yet forward-looking, timeless yet relevant — reinforcing the collection's focus on substance, craftsmanship, and enduring quality.

COLLECTION STORY AW26

STYLING

REFINED COMPOSITION

For AW26, styling becomes more structured and intentional.

Layering remains present, but with a clearer focus on form, proportion, and balance rather than volume.

Elements in sateen canvas and modern tweed bring definition to the silhouettes, paired with softer knitwear for contrast and comfort.

Each layer is purposeful, creating composed looks that feel confident, grounded, and versatile.

AW26 styling is about restraint and clarity — where structure and softness work together in a refined, modern way.

DESIGN

TIMELESS ESSENTIALS — EVOLVED WITH PURPOSE

For AW26, we continue to create essentials defined by timeless design, thoughtful construction, and enduring quality.

Rooted in our German workwear heritage, the collection reflects practicality, reliability, and craftsmanship — interpreted through a more refined and structured approach.

Structured styles in sateen canvas and classic tweed bring clarity and depth, balanced with softer knitwear for comfort and ease.

Traditional techniques meet contemporary sensibility, resulting in garments designed to last, adapt, and age with character.

AW26 represents an evolution of our essentials — grounded in heritage, shaped for today, and made to endure.

THE RETURN OF THE HENLEY – A TRUE ESSENTIAL



The Henley is Back – not as a trend, but as a true timeless essential

Versatile, timeless, effortless, it is a **core pillar** of the modern men's **wardrobe**.

Proof of this **timeless appeal** is the recent **resurgence** of this **iconic** garment.

The **premier choice** of actors, singers, costume designers, and menswear aficionados, our **original** Merz b. Schwanen henleys **stand out** due their **authenticity** and **honesty**.

An Original Merz b. Schwanen Story

Steeped in **history** and **never out of style**, the henley symbolizes a **quiet anti-trend rebellion**.

It stands at the **heart** of Merz b. Schwanen's century long **story**. An **original vintage MbS henley** was the **spark** that led to the re-launch of the brand. So not only is it rooted in **German workwear** and **early sportswear history**, it is the **origin of our brand** itself, the **foundation** of our **DNA**.

A



Art. nr.	102	2S08	2M06	2MPOL001LS	2M16LS
Material	67% Cotton 33% Viscose	100% Organic Cotton	100% Organic Cotton	100% Organic Cotton	100% Organic Cotton
Weight	Jersey 155 g/sm 4.6 oz./sq.yd.	Jersey 380 g/sm 10.7 oz./sq.yd.	Jersey 230 g/sm 6.8 oz./sq.yd.	Jersey 230 g/sm 6.8 oz./sq.yd.	Jersey 230 g/sm 6.8 oz./sq.yd.
Buttons	Fabric-Covered	Fisheye Corozo Nut	Real Mother-of-Pearl	Fisheye Corozo Nut	Fisheye Corozo Nut
Fit	Classic Fit	Relaxed Fit	Refined Relaxed Fit	Refined Relaxed Fit	Cropped Refined Relaxed Fit

HENLEY FAMILY – Made in Portugal



Art. nr.	HENLEY01TH (Thermal)	RUGBY01	ZIP03	MWZP04	KNITHENLEY01SK
Material	100% Organic Cotton	100% Organic Cotton	100% Organic Cotton	100% Merino Wool	55% Merino Wool 30% Silk 15% Cashmere
Weight	Diamond Shape Thermal 365 g/sm 11 oz./sq.yd.	Interlock Jersey 390 g/sm 11.5 oz./sq.yd.	Brushed Fleece 430 g/sm 12.7 oz./sq.yd.	English Stitch	Jersey Knit
Buttons	Fisheye Corozo Nut	Fisheye Corozo Nut	Metal Zipper	Metal Zipper	Fisheye Corozo Nut
Fit	Relaxed Fit	Relaxed Fit	Relaxed Fit	Relaxed Fit	Relaxed Fit

SATEEN CANVAS



OUR TAKE ON A CLASSIC MATERIAL

1. Fabric is inspired by the Japanese word “Sendō” (先導), meaning “leading the way”.
2. Cotton with a soft yet sturdy hand feel, 330g/qm | 9.7 oz/sq.yd.
3. Unisex styles
4. 100% organic cotton, certified GOTS with subtle, natural irregularities.
6. A modern and elegant update to the classic Sateen historically often used in a military context. Our interpretation adds a subtle and peaceful twist, making it an ideal daily companion.
7. The woven neck and front labels are made on an original loom from 1890 in Germany
8. Made in Portugal

WOOL TWEED



THE WORKER'S JACKET REIMAGINED

1. Luxurious and elevated, while reflecting a grounded sense of timelessness.
2. 100% LAMBSWOOL, mulesing-free, 320g/qm | 10.3 oz/sq.yd.
3. Rich teak-brown color, adding a classic yet contemporary touch.
4. Fully lined worker's jackets in a regular and cropped length version.
5. The woven labels in the neck and on the front pocket are made on an original loom from 1890 in Germany.
6. Made in Portugal

COTTON HERRINGBONE 7.8 oz.



1. Easy-going all year shirt
2. Woven, fine herringbone structured fabric,
265g/qm | 7.8 oz/sq.yd.
3. 100% organic cotton
4. Unisex shirt with a classic and
relaxed fit
5. Subtly curved hem, mid length, one
chest pockets with opening for a pen,
tonal corozo nut fish-eye buttons
6. Swan embroidery on the pocket
7. The woven neck label is made
on an original loom from 1890 in Germany
8. Made in Portugal

STURDY CANVAS



INTRODUCING OUR BERLIN01 RANGE

1. Inspired by the city we call home.
2. Sturdy, garment-dyed canvas cotton fabric,
400g/qm | 11.8 oz/sq.yd.
3. Unisex with a contemporary fit.
4. Straight leg pants with slanted front pockets.
5. Zip fly and custom swan metal button.
6. Durable fabric and construction, great for urban exploration and relaxing with friends alike.
7. Ideal year-round pants that are versatile and easy to style.
8. The woven main label is made on an original loom from 1890 in Germany.
9. Made in Portugal

COTTON HERRINGBONE 10.4 oz.



HERRINGBONE VERSION OF BERLIN01

1. Inspired by the city we call home.
2. Sturdy, garment-dyed herringbone cotton, 340g/qm | 10.4 oz/sq.yd.
3. Unisex with a contemporary fit.
4. Straight leg pants with slanted front pockets.
5. A contemporary blend of workwear and military sensibilities, designed with daily life in mind.
6. Ideal year-round pants that are versatile and easy to style.
7. The woven main label is made on an original loom from 1890 in Germany.
8. Made in Portugal

ALPACA | SILK



CREWKNIT01CAP WOMEN'S SWEATER

1. Luxuriously soft and comfortable blend of baby alpaca and real silk.
2. 72% Baby Alpaca | 28% Silk Gauge 5 knit
3. Wonderfully soft and exceptionally cozy with hand-knitted optics.
4. Elevated women's crewneck sweater, slightly cropped.
5. Swan loop label at bottom hem.
6. Perfect for keeping warm during colder months.
7. The woven neck and front labels are made on an original loom from 1890 in Germany.
8. Made in Portugal

NECKTIES HAND-SEWN IN GERMANY



INTRODUCING AN ALL NEW CATEGORY

1. Expanding the Merz b. Schwanen product range with another menswear classic.
2. 100% finest Italian silk; luxurious and soft.
3. Beautiful jacquard with our swan logo incorporated.
4. Each tie is hand-sewn by ASCOT, one of Germany's oldest tie manufacturers.
5. Ideal for casual and preppy styling.
6. 7 colorways across 2 different patterns, compatible with the rest of our collection.
7. The woven main labels are made on an original loom from 1890 in Germany.
8. Made in Germany

ORDER TOOLS



ORDER TOOLS

In this look book you find moods, inspiration, overviews of all our products per line as photos.

To make your order with Merz b. Schwanen as convenient and easy as possible for you, we have prepared 7 different tools for you:

7 WAYS TO ORDER:

- **OVERVIEWS**

Here you see the collection at a glance

- **B2B Pre-Order Shop**

This is your relaxed and convenient way of ordering online: just log in and start browsing all products photographed on models, getting all information about the products, and placing your order.

- **B2B Reorder Shop - Depending on stock availability**

The option to reorder depends on stock availability.

- **Agencies & Distributors**

Meet your friendly and supportive Merz b. Schwanen agents or distributors: they'll be happy to show you the collection and give you all information needed.

- **Tradeshows & Showrooms**

Visit us at MAN/WOMAN Paris, or in one of our showrooms.

- **PDF Order Form**

This is a well-known way that always works.

- **Call Robert**

Always a nice choice..;-))

Choose whatever is best for you, and we'll take care of the rest.

ORDER DEADLINE: 15TH OF FEBRUARY, 2026

OVERVIEWS

Here you see the collection at a glance. The three different lines show all carry over and seasons styles. All new styles and colors are highlighted with NEW.

AW2026

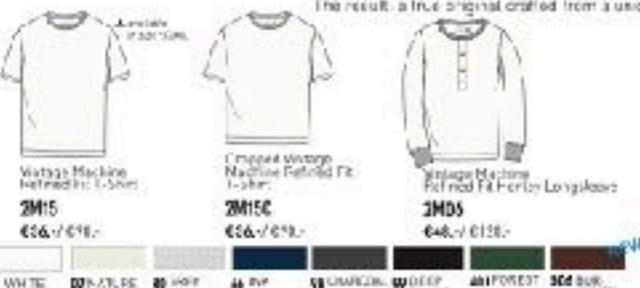
THE ORIGINALS MADE IN GERMANY

Carry Over
General
CTD Estimated Time of Delivery
Order Deadline

The collection is never styles made of 20% and 30% fabric degrees. Pre-ordering is highly recommended.
The new seasonal styles and styles are exclusively available for PRE-CORONA AW2026.
Please note, that producing on our original loom machines is limited, time consuming and expensive.
For this reason, a precise and guaranteed time of delivery is not possible.
15th of February, 2026.

JERSEY PROGRAM

STURDY COTTON 100% COTTON: These styles are equipped with side seams for an authentic yet relaxed fit and look.
The fabric of these T-shirts is made on our original Mid-Century jersey machine from the 1920s.
The result: a true original created from a unique, organic, sturdy jersey, 200 g/m² (6.8 oz/sq.yd).



COTTON 1-THREAD 100% ORGANIC COTTON LIGHT: single-threaded 1-thread cotton, light and cozy going 155g/qm (5.8 oz/sq.yd).



COTTON 2-THREADS 100% ORGANIC COTTON: Impressed 2-threaded cotton, sturdy and comfortable, 175g/qm (6.2 oz/sq.yd).



merzbenschwanen.com

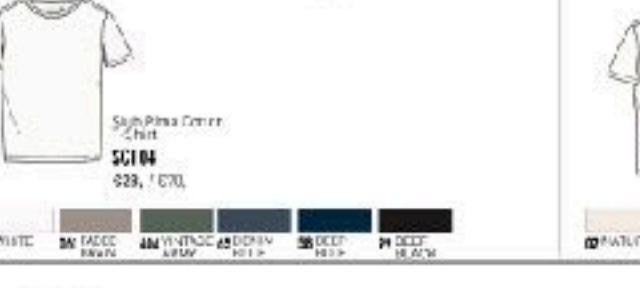
AW2026

MENSWEAR

Place of Production: Portugal
CTD Estimated Time of Delivery: 10th of February, 2026
Order Deadline: 20th - 20th, no more delivery

JERSEY PROGRAM

PIMA SLUB 100% ORGANIC COTTON: slab optics, long-staple, pre-shrunk 155g/qm (5.8 oz/sq.yd).



COTTON CASHMERE 30% COTTON, 10% LANA, 60% CASHMERE: light and breathable, exceptionally soft and luxurious, 105g/qm (3.6 oz/sq.yd).



CLASSIC JERSEY 100% COTTON: sturdy yet comfortable, pre-shrunk, cotton, simple dyed, 210g/qm (7.2 oz/sq.yd).



GIZA COTTON-HEMP STURDY 32% COTTON, 33% GIZA COTTON, 35% COTTON: 10% HEMP: real long-staple Giza cotton, breathable, simple, sturdy, not yet soft, 210g/qm (7.2 oz/sq.yd).



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AW2026

WOMENSWEAR

Place of Production: Portugal
CTD Estimated Time of Delivery: 10th of February, 2026
Order Deadline: 20th - 20th, no more delivery

JERSEY PROGRAM

PIMA SLUB 100% ORGANIC COTTON: slab optics, long-staple, pre-shrunk 155g/qm (5.8 oz/sq.yd).



COTTON-CASHMERE 70% COTTON, 10% CASHMERE: light and breathable, exceptionally soft and luxurious, 105g/qm (3.6 oz/sq.yd).



SOFT PIMA COTTON 100% ORGANIC COTTON: soft and comfortable, hand feel, light but still durable jersey, following a 4 wash cycle.



AUTHENTIC JERSEY 100% COTTON: authentic jersey and raglan, 210g/qm (7.2 oz/sq.yd).



CLASSIC JERSEY 100% ORGANIC COTTON: sturdy yet comfortable, pre-shrunk, cotton, simple dyed, 210g/qm (7.2 oz/sq.yd).



COTTON THERMAL 100% ORGANIC COTTON: diamond structured thermal cotton jersey, pre-shrunk, 265g/qm (9.2 oz/sq.yd).



ORDERING

• LIMITATION OF THE 215 & 214

We at Merz b. Schwanen appreciate the strong demand for the 215 and 214 T-shirts and are committed to maintaining exceptional quality through our German facility's limited production capacity.

TO ENSURE FAIRNESS AND EFFICIENCY, PRE-ORDERS FOR THE 215 AND 214 WILL BE LIMITED, allowing for better planning, timely delivery, and adherence to their high standards.

You can place pre-orders by contacting your sales agent, who will coordinate the available quantities.

HOW TO PRE-ORDER THE 215 & 215

- Reach out to your respective sales agent to place a pre-order for the 215 and 214 T-shirts.
- Quantities available for pre-order have been coordinated with your agent.

[Contact Your Sales Agent](#)

• CARRY OVER STYLES

OUR CARRY OVER STYLES ARE OUR ALL-TIME FAVORITES AND BESTSELLERS.

REORDERING MIGHT BE POSSIBLE IN CERTAIN CASES DEPENDING ON STOCK AVAILABILITY. Please contact your agent our the Merz b. Schwanen B2B department. We highly recommend pre-ordering these styles to ensure you have all the quantities as needed and wished in your store.

• SEASONAL STYLES

THESE STYLES ARE EXCLUSIVELY AVAILABLE FOR AW26 AND ONLY AVAILABLE WHEN PRE-ORDERED.

You can't reorder these styles after the AW2026 pre-order deadline.

DELIVERY

1. ORIGINALS made in Germany

ETD: A PRECISE AND GUARANTEED TIME OF DELIVERY IS UNATTAINABLE.

PRE-ORDERING IS HIGHLY RECOMMENDED.

Please note, that producing on our original loopwheelers is very limited, time-consuming and unpredictable.

The new colors and styles are exclusively available for PRE-ORDER AW2026.

2. MENS- AND WOMENSWEAR made in Portugal

ETD: JULY – AUGUST

The Estimated Time of Delivery is **JULY TO AUGUST**.

The new colors and styles are exclusively available for PRE-ORDER AW2026.

MULESING-FREE MERINO WOOL

Why do we use certified mulesing-free merino wool?

The mulesing treatment is a painful surgical procedure for sheep, primarily used in Australia due to flystrike for nearly 100 years.

Flystrike is when blowflies lay their eggs in the folds of skin around the tail area of the sheep (for nearly 100 years), the eggs then hatch into larvae and then feed off the flesh of the sheep, risking blood poisoning and death if untreated.

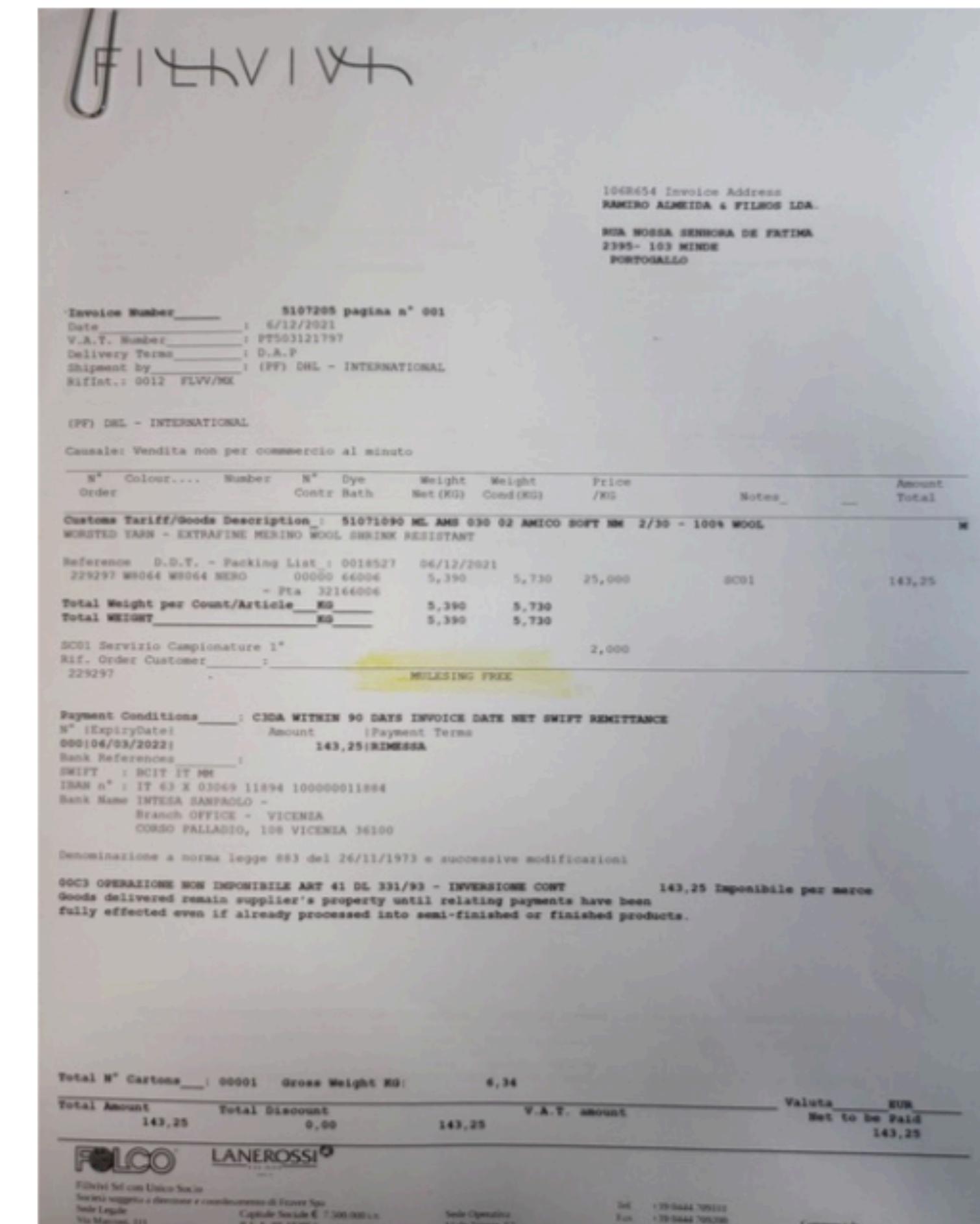
To reduce the risk of flystrike, wool producers have traditionally cut flaps of skin from around the lamb's breech and tail to create an area of bare, scarred skin, which is less likely to attract blowflies. Until recently, this procedure was carried out without any pain relief.

While flystrike does present a serious animal welfare concern, mulesing causes great pain and stress to sheep. Except in Victoria, there is currently no mandatory requirement for producers to apply anaesthetic or pain relief during and after the procedure.

We use certified mulesing-free merino wool for our garments.

source index:
<https://www.rspca.org.au/take-action/sheep-mulesing>

Invoice for our mulesing-free merino wool



WHAT'S THE DIFFERENCE?

A COMPARISON OF OUR T-SHIRTS

THE T-SHIRT GUIDE • MEN

STYLE	LIGHT-WEIGHT					MID-WEIGHT					HEAVY-WEIGHT	
												
PIMATEE01	1950s	1940s	CASHTEE01	SCT04	GHP01	2M15	2M15C	215	214	TEE03	2S14	
FIT & STYLE	Relaxed shaped fit	Classic	Relaxed	Relaxed shaped fit	Relaxed shaped fit	Boxy shorter boxy fit	Classic refined fit	Classic refined fit	Classic	Relaxed	Classic refined fit	Relaxed
FABRIC	PIMA Cotton 100% org. cotton	Cotton 100% org. cotton	Cotton 100% org. cotton	Co/Cashmere 70% cotton/30% cashmere	PIMA Cotton 100% org. cotton	Giza Co/Hemp 50% co/39% Giza/15% hemp	Cotton 100% org. cotton	Cotton Slub 100% org. cotton				
TOUCH & FEEL	Soft & Light	Light	Light	Exceptionally soft & sleek	Slight Slub Effect	Sturdy	Sturdy	Sturdy	Sturdy	Sturdy	Sturdy yet Flexible	Very Sturdy & Structured
WEIGHT OF FABRIC	4,1oz /sq.yd. 140g/sqm	4,6oz /sq.yd. 155g/sqm	4,6oz /sq.yd. 155g/sqm	3oz /sq.yd. 105g/sqm	4,9oz /sq.yd. 165g/sqm	7,1oz /sq.yd. 240g/sqm	6,8oz /sq.yd. 230g/sqm	6,8oz /sq.yd. 230g/sqm	7,2oz /sq.yd. 245g/sqm	7,2oz /sq.yd. 245g/sqm	7,4oz /sq.yd. 245g/sqm	10,7oz /sq.yd. 380g/sqm
SIZING	True to Size	Runs Small maybe size up	Runs Small maybe size up	True to Size	True to Size	True to Size	Runs Small maybe size up	True to Size	Runs Small maybe size up			
MADE IN GERMANY		•	•				•	•	•	•		•
LOOPWHEELED NO SIDE SEAMS		•	•						•	•		•
NECKLINE	Bordered	Bordered	Attached 1/1 rib	Bordered	Bordered	Bordered	Bordered	Bordered	Bordered	Diagonally Bordered	Widely Bordered	Bordered
PRE-SHRUNK CAN BE TUMBLE DRIED	•			is pre-shrunk but cannot be tumble dried	•	•				•		

1950s

Classic fit, lightweight organic cotton jersey, 155g/qm | 4,6 oz/sq.yd.



- Paneled neckline
- Lightweight jersey
- Loopwheeled in Germany, NO side seams
- Classic fit

1940s

Relaxed fit, lightweight organic cotton jersey, 155g/qm | 4,6 oz/sq.yd.



- Paneled with WIDE rib on neckline
- Lightweight jersey
- Loopwheeled in Germany, NO side seams
- Relaxed fit

TEE03

Pre-Shrunk, organic cotton jersey, 245/qm | 7,4 oz/sq.yd.



- Wide paneled neckline
- Mid-weight jersey
- The fabric is very flexible yet all natural with a rustic and vintage hand feel
- Refined Classic fit WITH sides seams for an authentic yet contemporary fit
- Baseball stitch seams
- Made in Portugal

TEE02

PRE-SHRUNK, mid weight organic cotton jersey, 210g/qm | 6 oz/sq.yd.



- Paneled neckline
- The fabric is comparable to the 215 in terms of weight and hand feel
- Classic fit WITH sides seams for an authentic yet contemporary fit
- Baseball stitch seams
- Made in Portugal

COMPARISON OF PRODUCTS

1950s

Classic fit, lightweight organic cotton jersey, 155g/qm | 4,6 oz/sq.yd.



- Lightweight jersey
- Cotton jersey light, 155g/qm | 4,6 oz/sq.yd.
- Loopwheeled in Germany
- Classic fit, NO side seams
- Double needle seams

215

Mid weight organic cotton jersey, 245g/qm | 7,2 oz/sq.yd.



- Mid weight jersey
- Cotton jersey, 245g/qm | 7,2 oz/sq.yd.
- Loopwheeled in Germany
- Classic fit, NO side seams
- Baseball stitch seams

COMPARISON OF PRODUCTS

2M15

Mid weight organic cotton jersey, **230g/qm | 6,8 oz/sq.yd.**



- Paneled neckline
- The fabric is made on our original Mid-Century machine from the 1960s
- Classic fit **WITH** sides seams for an authentic yet contemporary fit

215

Mid weight organic cotton jersey, **245g/qm | 7,2 oz/sq.yd.**



- Paneled neckline
- Loopwheeled in Germany
- Classic fit, **NO** side seams

COMPARISON OF PRODUCTS

TEE02

PRE-SHRUNK, mid weight organic cotton jersey, 210g/qm | 6 oz/sq.yd.



- Paneled neckline
- Pre-Shrunk
- The fabric is comparable to the 215 in terms of weight and hand feel
- Classic fit WITH sides seams for an authentic yet contemporary fit
- Made in Portugal

215

Mid weight organic cotton jersey, 245g/qm | 7,2 oz/sq.yd.



- Paneled neckline
- Loopwheeled in Germany
- Classic fit, NO side seams

TEE02

PRE-SHRUNK, mid weight organic cotton jersey, 210g/qm | 6 oz/sq.yd.



- Paneled neckline
- Pre-Shrunk
- The fabric is comparable to the 215 in terms of weight and hand feel
- Classic fit WITH sides seams for an authentic yet contemporary fit
- Made in Portugal

TEE02C

PRE-SHRUNK, mid weight organic cotton jersey, 210g/qm | 6 oz/sq.yd.



- Paneled neckline
- Pre-Shrunk
- Cropped version of TEE02
- Cropped fit for a modern and refined look
- Made in Portugal

COMPARISON OF PRODUCTS

215

Classic fit, mid weight organic cotton jersey, 245g/qm | 7,2 oz/sq.yd.



214

Relaxed fit, mid weight organic cotton jersey, 245g/qm | 7,2 oz/sq.yd.



- Paneled with wide diagonal rib on the neckline

- Loopwheeled in Germany, NO side seams

- Relaxed fit

COMPARISON OF PRODUCTS

1940s

Relaxed fit, lightweight organic cotton jersey, 155g/qm | 4,6 oz/sq.yd.



- Attached wide rib on the neckline
- Lightweight cotton jersey, 155g/qm | 4,6 oz/sq.yd.
- Relaxed fit
- Double needle seams

214

Relaxed fit, mid weight organic cotton jersey, 245g/qm | 7,2 oz/sq.yd.



- Paneling with wide diagonal rib on the neckline
- Midnight cotton jersey, 245g/qm | 7,2 oz/sq.yd.
- Relaxed fit
- Baseball seams

1950s

Classic fit, lightweight organic cotton jersey, 155g/qm | 4,6 oz/sq.yd.



- Paneled neckline
- Loopwheeled in Germany, NO side seams
- Classic fit
- Double needle seams

PIMATEE01

Pre-shrunk, relaxed fit, lightweight, 100% organic soft PIMA cotton jersey, 140g/qm | 4,1 oz/sqyd.



- Paneled neckline
- Pre-shrunk
- 100% organic soft PIMA cotton, 140g/qm | 4,1 oz/sqyd.
- Baseball stitch seams
- Soft touch
- Opaque optics

CASHTEE01

It's made of a cotton-blend jersey light, **105g/qm | 3oz/sq.yd.**



- Paneled neckline
- Relaxed fit
- Cotton Cashmere jersey, 105g/qm | 3oz/sq.yd.
- SEMI OPAQUE
- Sleek and extremely SOFT TOUCH
- Elevated and luxurious T-shirt
- Baseball stitch seams

WPIMATEE01

Velvety 100% organic soft PIMA cotton jersey, **140g/qm | 4,1 oz/sqyd.**



- Paneled collar on the neckline
- Relaxed fit
- 100% organic soft PIMA cotton, 140g/qm | 4,1 oz/sqyd.
- OPAQUE
- Soft and slightly VELVETY TOUCH
- Swan Loop Label
- Baseball stitch seams
- Made in Portugal

COMPARISON OF PRODUCTS

WTEE03

Refined Classic fit, mid-weight slightly structured organic cotton jersey,
245/qm | 7,4 oz/sq.yd.



- Wide paneled neckline
- Mid-weight jersey
- The fabric is very flexible yet all natural with a rustic and vintage hand feel
- Opaque
- Refined Classic fit WITH sides seams for an authentic yet contemporary fit
- Baseball stitch seams
- Made in Portugal

WPIMATEE01

Velvety 100% organic soft PIMA cotton jersey, 140g/qm | 4,1 oz/sqyd.



- Paneled collar on the neckline
- Relaxed fit
- 100% organic soft PIMA cotton, 140g/qm | 4,1 oz/sqyd.
- OPAQUE
- Soft and slightly VELVETY TOUCH
- Swan Loop Label
- Baseball stitch seams
- Made in Portugal

WCST20

Slub optic, organic PIMA cotton jersey, lightweight, **130g/qm | 3,8oz/sq.yd.**



WPIMATEE01

Velvety 100% organic soft PIMA cotton jersey, **140g/qm | 4,1 oz/sqyd.**



WPIMATEE01C

Velvety 100% organic soft PIMA cotton jersey, 140g/qm | 4,1 oz/sqyd.



- Paneled collar on the neckline
- Cropped Relaxed Fit
- 100% organic soft PIMA cotton, 140g/qm | 4,1 oz/sqyd.
- OPAQUE
- Soft and slightly VELVETY TOUCH
- Swan Loop Label
- Baseball stitch seams
- Made in Portugal

WPIMATEE01

Velvety 100% organic soft PIMA cotton jersey, 140g/qm | 4,1 oz/sqyd.



- Paneled collar on the neckline
- Relaxed fit
- 100% organic soft PIMA cotton, 140g/qm | 4,1 oz/sqyd.
- OPAQUE
- Soft and slightly VELVETY TOUCH
- Swan Loop Label
- Baseball stitch seams
- Made in Portugal

KEY FACTS

Brand Name:

Merz b. Schwanen

Foundation year:

Originally 1911 by Balthazar Merz, revived in 2010 by Gitta & Peter Plotnicki

Specialty:

Unique fabrics made on authentic and original loopwheelers from 1920s to the 1960s, jersey made on an original Mid-Century machine from the 1960s, and creating sustainable and elevated high-quality basics

Collections:

ORIGINALS, Men's, Women's, Unisex

Products types:

T-shirts, henleys, tops, sweatshirts, sweatpants, wovens (shirts, pants, jacket, dresses), knitwear, accessories, underwear, socks, pajamas

Key materials:

Organic cotton, organic Pima cotton, linen, a high-quality mulesing-free merino wool-silk-cashmere blend and more

Main values:

Sustainable and responsible, timeless & thoughtful design, natural high-quality materials, socially responsible and honest manufacturing, transparency

Production sites:

Germany & Portugal

Head quarter:

Berlin-Mitte, Germany

Flagship Stores:

BERLIN: Gormannstrasse 25, 10119 Berlin-Mitte, Germany

NEW YORK: 359 Canal Street, 10013 New York, SOHO-Manhattan, USA

Team:

56 team members in the Berlin headquarter, in the production site Germany, in New York and remote

Designers:

Gitta & Peter Plotnicki

Founders:

Gitta Plotnicki (Co-Founder & Chief Creative Director) & Peter Plotnicki (Co-Founder & CEO)

Timeless German Originals – since 1911.

We Envision...

a future where our sustainable textiles and goods, rooted in craftsmanship and tradition, inspire responsible consumption, respect for heritage, and foster generational connection for a more mindful, connected society.



THANK YOU
for your time and interest.

follow us



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#merzbschwanen
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Thanks to all our customers, supporters and partners, photographer Pascal Bünning, the models, our friends & family, and to Mother Earth. Song: 'I Got Love' by Bobby Oroza (feat. Cold Diamond & Mink)

