

GOOD ORIGINALS – MEN'S AW2024



GOOD ORIGINALS — LOOPWHEELED IN GERMANY

All-time favorites I carry overs: PRE-ORDERING IS HIGHLY RECOMMENDED. The option to reorder depends on stock availability.

Seasonals: The new seasonal colors and styles are exclusively available for the PRE-ORDER AW2024.

JERSEY PROGRAM

ETD: July-October

STURDY COTTON

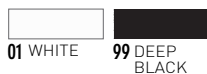
100% ORGANIC COTTON: Equipped with Side Seams for a more fitted and contemporary shape. The fabric of these T-shirts is made on our unique original Mid-Century jersey machine from the 1960s. The result: **True Originals** made of unique organic sturdy jersey, 230g/qm (6,8oz/sq.yd).



crew T-shirt,
classic fit

2M15

€30,- / €75,-



crew T-shirt,
classic fit, cropped

2M15C

€30,- / €75,-

size
4 / S
5 / M
6 / L
7 / XL
8 / XXL

COTTON 1-THREAD

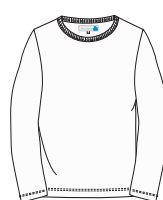
100% ORGANIC COTTON LIGHT: 1-thread cotton, light and easy-going, 155g/qm (4,6oz/sq.yd.)



1950s crew
T-shirt, classic fit

1950s

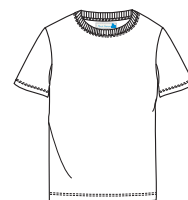
€28,- / €70,-



longsleeve,
classic fit

1950sLS

€30,- / €75,-



T-shirt,
relaxed fit

1940s

€28,- / €70,-



COTTON 2-THREADS

100% ORGANIC COTTON 2-threads cotton, sturdy and comfortable, 245g/qm (7,2oz/sq.yd.)



henley long-sleeve,
classic fit

206

€44,- / €110,-



T-shirt,
classic fit

215

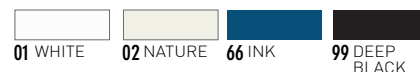
€34,- / €85,-



henley short sleeve,
classic fit

207

€40,- / €100,-



COTTON 2-THREADS

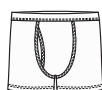
100% ORGANIC COTTON: 2-threads cotton, sturdy and comfortable, 245g/qm (7,2oz/sq.yd.)



T-shirt,
relaxed fit

214

€38,- / €95,-



brief

254

€16,- / €40,-



button facing
brief

255

€18,- / €45,-



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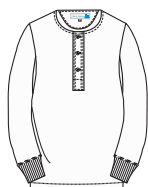
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JERSEY & FLEECE PROGRAM

ETD: July-October

MACO IMIT

MACO IMIT: 67% cotton | 33% viscose - a 100 year old traditional blend, light and soft, 155g/qm (4,6oz/sq.yd.)



button facing long sleeve,
classic fit

102

€52,- / €130,-



COTTON 2-THREADS HEAVY

100% ORGANIC COTTON HEAVY SLUB: 100% organic cotton, heavy, slub structure, 380g/qm (10,7oz/sq.yd.)



T-shirt,
relaxed fit

2S14

€52,- / €130,-



longsleeve,
relaxed fit

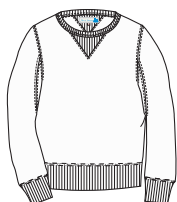
2S18

€60,- / €150,-



LOOPBACK FLEECE

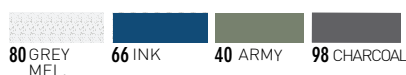
100% ORGANIC COTTON FLEECE: loopback fleece, 3 threads, 340g/qm (10oz/sq.yd.)



sweatshirt,
classic fit

346

€66,- / €165,-



LOOPBACK FLEECE HEAVY

100% ORGANIC COTTON FLEECE HEAVY: loopback fleece, 3 threads, sturdy, 420g/qm (12,4oz/sq.yd.)



sweatshirt,
classic fit

3S48

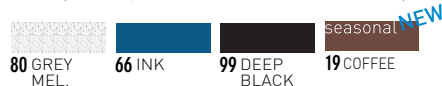
€85,- / €210,-



sweatpants,
classic fit

3S50

€90,- / €225,-





**We make original, organic, simply good basics.
Garments for all, who appreciate good timeless design,
and reliable products to look and feel good. Every day!**

Merz b. Schwanen – the good basic!

ORIGINAL

We believe that good products don't have to be invented again and again. They are timeless and long-lasting. Our origin is the authentic way of manufacturing unique fabrics on 100-year-old original loopwheelers in Germany. We intend to connect the 'good' of the past with the demands of the present while acting responsibly for a good future.

LOOPWHEELER

The special warping processes on our original loopwheeler machines used from the 1920's until well into the 1960's are the secret of our material's characteristics and uniqueness. You can see it - you can feel it.

GERMANY

Merz b Schwanen stands for reliable and faithful manufacturing processing. Our original loopwheeled garments and all for this purpose used fabrics, labels, hangtags, and packagings are individually made in family-run businesses. Manufactured in Germany.

MEN'S AW2024



GOOD BASICS – MEN'S

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JERSEY PROGRAM

PIMA SLUB

100% ORGANIC PIMA COTTON: slub optics, long-staple, 165g/qm (4,9oz/sq.yd.), ETD_01



unisex T-shirt,
relaxed fit

SCT04

€26,- / €65,-



01 WHITE



65 DENIM
BLUE



51 DARK
NAVY



seasonal
192 CHOCO-
LATE



99 DEEP
BLACK

ETD_01: July

ETD_02: August

ETD_03: September

size

4 / S

5 / M

6 / L

7 / XL

8 / XXL

COTTON-HEMP LIGHT

85% ORGANIC COTTON | 15% HEMP: **ALL PLANT-BASED – ALL GOOD!**, GOTS certified, vegan, completely regenerative, all-natural, slightly structured, 155g/qm (4,6oz/sq.yd.), ETD_01



T-shirt,
relaxed fit

HPT01

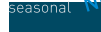
€26,- / €65,-



01 WHITE



812 CARAMEL



seasonal
66 INK

● These styles are
part of the
ALL PLANT-BASED – ALL GOOD!
line

GIZA COTTON-HEMP STURDY

50% ORGANIC COTTON | 35% GIZA COTTON | 15% HEMP: real long-staple GIZA cotton, sustainable hemp, sturdy grip yet soft, 240g/qm (7,1oz/sq.yd.), ETD_01



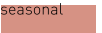
T-shirt,
boxy oversized fit

GHP01

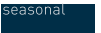
€44,- / €110,-



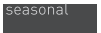
01 WHITE



seasonal
39 ROSE-
WOOD



seasonal
51 DARK
NAVY



seasonal
98 CHARCOAL



longsleeve,
boxy oversized fit

GHPLS01

€52,- / €130,-

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simply good basics.
Garments for all, who appreciate
good timeless design,
and reliable products to look
and feel good, every day!

Merz b. Schwanen – the good basic!



Welcome to the B2B shop

GOOD BASICS – MEN'S

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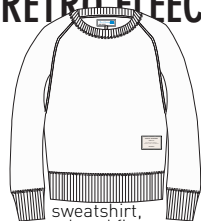
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FLEECE PROGRAM

RETRO FLEECE

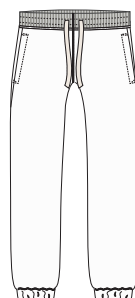
100% ORGANIC COTTON: garment-dyed, vintage optic, easy-going, 320g/qm (9,4oz/sq.yd.), ETD_01



sweatshirt,
relaxed fit

RGSW01

€52,- / €130,-



sweatpants,
relaxed fit

SP06

€58,- / €145,-



ETD_01: July

ETD_02: August

ETD_03: September

size

4 / S

5 / M

6 / L

7 / XL

8 / XXL

VINTAGE FLEECE

100% ORGANIC COTTON: brushed inside, vintage optic, garment-dyed, 370g/qm (11oz/sq.yd.), ETD_02



zip collar sweatshirt,
relaxed fit

ZIPC01

€64,- / €160,-



half zipped sweatshirt,
relaxed fit

ZIP02

€64,- / €160,-



VINTAGE FLEECE

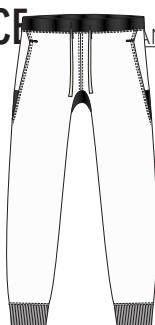
100% ORGANIC COTTON: brushed inside, garment-dyed, 370g/qm (11oz/sq.yd.), ETD_02



hooded zip jacket,
relaxed fit

HDJKT02

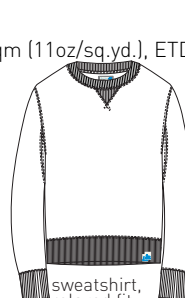
€74,- / €180,-



sweatpants,
relaxed fit

SP03

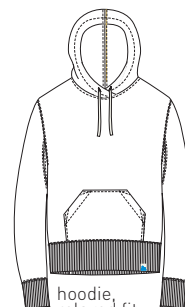
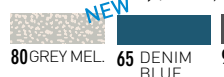
€56,- / €140,-



sweatshirt,
relaxed fit

CSW28

€52,- / €130,-



hoodie,
relaxed fit

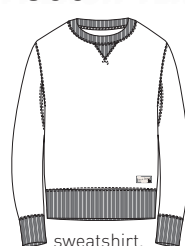
HD31

€60,- / €150,-



RUGGED FLEECE

100% ORGANIC COTTON: structured heavy fleece, vintage optic, garment-dyed, 540g/qm (16oz/sq.yd.), ETD_02



sweatshirt,
relaxed fit

RFC01

€68,- / €170,-



hoodie,
relaxed fit

RFHD01

€88,- / €220,-



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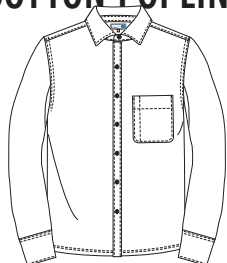
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WOVEN PROGRAM

COTTON POPLIN

100% ORGANIC COTTON: high-twisted cotton poplin, 120g/qm (3,5oz/sq.yd.), ETD_01



shirt,
relaxed fit

SHIRT01

€64,- / €160,-



01 WHITE



51 DARK
NAVY



98 CHARCOAL

ETD_01: July

ETD_02: August

ETD_03: September

size

3 / XS

4 / S

5 / M

6 / L

7 / XL

8 / XXL

CORDUROY MEDIUM

100% ORGANIC COTTON: garment-dyed, 290g/qm (8,6oz/sq.yd.), ETD_02



shirt,
relaxed fit

SHIRT01C

€74,- / €185,-



seasonal
329 PUMPKIN



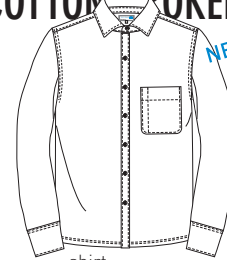
seasonal
68 NIGHT BLUE



seasonal
99 DEEP
BLACK

COTTON BROKEN TWILL 90z

100% ORGANIC COTTON: garment-dyed, 305g/qm (9,2oz/sq.yd.), ETD_01



shirt,
relaxed fit

SHIRT01T

€74,- / €185,-



02 NATURE



seasonal
39 ROSE
WOOD



seasonal
68 NIGHT BLUE



98 CHARCOAL

PAJAMAS

100% ORGANIC COTTON: chambray optic, striped,
145g/qm (4,3oz/sq.yd.), ETD_01



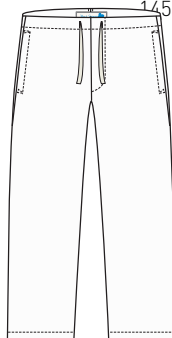
pajamas top,
relaxed fit

PJKT01

€62,- / €155,-



6502 BLUE/
NATURE



pajamas pants,
relaxed fit

PJPT01

€60,- / €150,-

COTTON BANDANA

100% ORGANIC COTTON: light poplin, ETD_01



bandana

BANDANA01

€20,- / €50,-



66 INK



98 CHARCOAL



15 CHESTNUT

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WOVEN PROGRAM

COTTON TWILL

100% ORGANIC COTTON: rinsed cotton twill, 300g/qm (8,8oz/sq.yd.), ETD_01



jacket,
relaxed fit

JKT01

€138,- / €335,-



ETD_01: July

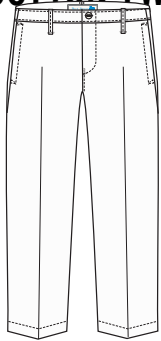
ETD_02: August

ETD_03: September

size
3 / XS
4 / S
5 / M
6 / L
7 / XL
8 / XXL

COTTON TWILL

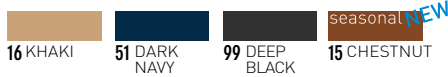
100% ORGANIC COTTON: rinsed cotton twill, 300g/qm (8,8oz/sq.yd.), ETD_01



pants,
relaxed fit

CHIN001

€108,- / €270,-



CORDUROY BOLD

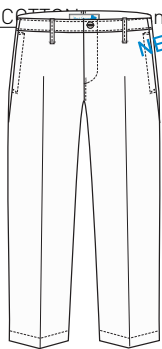
100% ORGANIC COTTON: pre-dyed, 350g/qm (10,3oz/sq.yd.), ETD_02



jacket,
classic fit

JKT03C

€144,- / €360,-



pants,
relaxed fit

CHIN001C

€128,- / €320,-



TWILL CAPS

100% ORGANIC COTTON: embroideries on the front, brass buckle in the back for individual adjustment, organic cotton twill, ETD_01



cap,
low profile

CAP01

€28,- / €70,-



cap,
low profile

CAP02

€28,- / €70,-



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KNITWEAR PROGRAM

MERINO WOOL

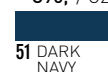
MERINO WOOL: 100% merino wool extra fine, certified mulesing-free, ETD_02



ribbed crew,
classic fit

MWCC01

€90,- / €225,-



51 DARK NAVY



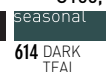
99 DEEP BLACK



half-zip,
relaxed fit

MWZP04

€100,- / €250,-



614 DARK TEAL



307 CLAY



506 BURGUNDY



19 COFFEE

NEW

ETD_01: July

ETD_02: August

ETD_03: September

size

4 / S

5 / M

6 / L

7 / XL

8 / XXL

MERINO WOOL

MERINO WOOL: 100% merino wool extra fine, certified mulesing-free, ETD_02



ribbed beanie,
classic fit

MWBN01

€24,- / €60,-



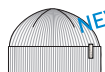
40 ARMY



51 DARK NAVY



99 DEEP BLACK



sturdy ribbed watch cap,
short fit

MWBN02

€28,- / €70,-



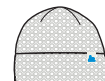
506 BURGUNDY



51 DARK NAVY



99 DEEP BLACK



waffle structure beanie,
classic fit

MWBN06

€24,- / €60,-



51 DARK NAVY



614 DARK TEAL



307 CLAY



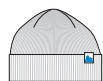
19 COFFEE



99 DEEP BLACK

MERINO WOOL

MERINO WOOL: 100% merino wool extra fine, certified mulesing-free, ETD_02



ribbed watch cap,
modern fit

MWBN05

€22,- / €55,-



80 GREY MEL.



59 SWAN BLUE



51 DARK NAVY



40 ARMY



19 COFFEE



99 DEEP BLACK



205 HONEY



307 CLAY



308 CHILLI



405 MOSS



614 DARK TEAL



506 BURGUNDY



ribbed scarf,
classic length

MWSC01

€40,- / €100,-



51 DARK NAVY



614 DARK TEAL



307 CLAY



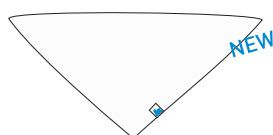
19 COFFEE



99 DEEP BLACK

SILKCASH

MERINO | SILK | CASHMERE: 55% merino wool extra fine | 30% real silk | 15% fine cashmere, merino wool: certified mulesing-free, ETD_02



light triangle scarf,
large size

SKTS01

€50,- / €125,-

one size



03 NATURE MEL.



80 GREY MEL.



51 DARK NAVY



99 DEEP BLACK



39 ROSE-WOOD



42 PINE



06 GRAIN



608 CARBON BLUE



329 PUMPKIN



12 NUT

GOOD BASICS – MEN'S

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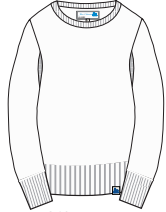
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KNITWEAR PROGRAM

CASHMERE MERINO

CHUNKY CASHMERE | MERINO: 90% merino wool extra fine | 10% fine cashmere, ETD_03

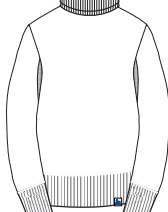


crew,
relaxed fit

LOCC01

€100,- / €250,-

02 NATURE



turtleneck,
relaxed fit

LOCT01

€104,- / €260,-

99 DEEP
BLACK

11 TOFFEE

29 RUST

151 BARK
BROWN

NEW



vest,
relaxed fit

LOVE03

€70,- / €175,-

39 ROSE-
WOOD

29 RUST

151 BARK
BROWN

99 DEEP
BLACK

NEW

ETD_01: July

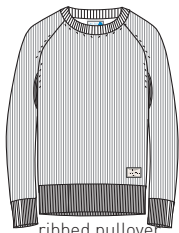
ETD_02: August

ETD_03: September

size
4 / S
5 / M
6 / L
7 / XL
8 / XXL

CASHMERE MERINO

CHUNKY CASHMERE | MERINO: 90% merino wool extra fine | 10% fine cashmere, ETD_03



ribbed pullover,
relaxed fit

LOCC02

€100,- / €250,-

39 ROSE-
WOOD

29 RUST

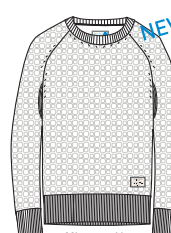
608 CARBON
BLUE

51 DARK
NAVY

NEW

NEW

NEW



waffle pullover,
relaxed fit

BLADE02

€100,- / €250,-

06 GRAIN

506 BUR-
GUNDY

99 DEEP
BLACK

NEW

CASHMERE MERINO

CHUNKY CASHMERE | MERINO: 90% merino wool extra fine | 10% fine cashmere, ETD_03



cardigan,
relaxed fit

LOC02

€102,- / €255,-

02 NATURE

39 ROSE-
WOOD

506 BUR-
GUNDY

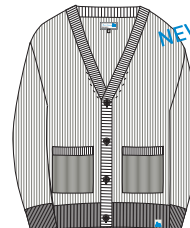
99 DEEP
BLACK

NEW

NEW

NEW

size
3 / XS
4 / S
5 / M
6 / L
7 / XL
8 / XXL



cardigan,
oversized fit

LOC01

€110,- / €275,-

11 TOFFEE

29 RUST

51 DARK
NAVY

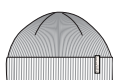
99 DEEP
BLACK

NEW

size
3 / XS
4 / S
5 / M
6 / L
7 / XL

COTTON KNIT

100% ORGANIC COTTON: **ALL PLANT-BASED – ALL GOOD!**, completely regenerative, all-natural, compostable, vegan, ETD_01



watch cap

KBN01

€20,- / €50,-

one size

● These styles are
part of the
**ALL PLANT-BASED –
ALL GOOD!** line

01 WHITE

331 PEACH

812 CAMEL

660 WASHED
BLUE

46 GRASS

51 DARK
NAVY

NEW

GOOD BASICS – MEN'S

Enjoy these simply good basics. Made of best natural materials. Responsibly manufactured in Portugal.

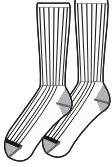
All-time favorites I carry overs: PRE-ORDERING IS HIGHLY RECOMMENDED. The option to reorder depends on stock availability.

Seasonals: The new seasonal colors and styles are exclusively available for the PRE-ORDER AW2024.

SOCKS

MERINO WOOL

MERINO WOOL: 90% merino wool, certified mulesing free | 10% nylon for stability, heel & toe reinforcement, ETD_03



socks,
merino wool

MW72

€14,50/ €35,-



one size

ETD_01: July

ETD_02: August

ETD_03: September

MERINO WOOL

MERINO WOOL: 90% merino wool, certified mulesing free | 10% nylon for stability, heel & toe reinforcement, ETD_03



socks,
merino wool

MW75

€14,50/ €35,-



socks,
merino wool

MW74

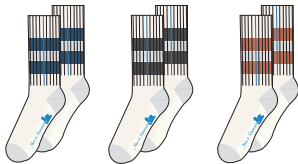
€14,50/ €35,-



one size

RECYCLED WOOL SOCKS

RECYCLED WOOL: 70% recycled wool | 25% recycled PA | 5% A.F., ETD_03



socks,
recycled wool

RW04

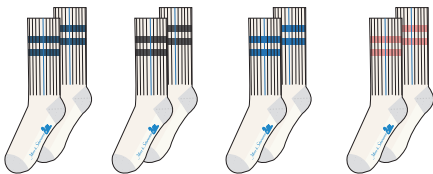
€10,-/ €25,-



one size

RECYCLED COTTON SOCKS

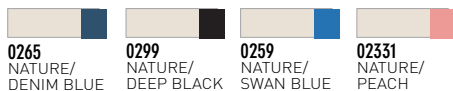
RECYCLED COTTON: 75% cotton (recycled) | 15% PES | 7% PA | 3% EA, sturdy and sporty look, ribbed structure, ETD_01



socks,
recycled cotton

GS05

€8,-/ €20,-



one size