

A woman with dark hair is leaning out of the open rear window of a light-colored car. She is resting her chin on her hand and holding a brown, textured bag. The background shows a blurred green landscape. The text 'PICARD' is overlaid in large white letters, with 'SINCE 1928' in smaller white letters to its right.

PICARD

SINCE
1928

CUSTOMER TEASER SPRING/SUMMER 2026

MY BAG. MY STORY.

[PICARD-FASHION.COM](https://picard-fashion.com)

FASHION COLLECTION

DAYTRIP

Cowhide | February/March

Small leather goods available



5674 COOKIE



5675 SCHWARZ

CUSTOMER TEASER

SPRING/SUMMER 2026



5676 COGNAC

FASHION COLLECTION

ODEON

Cowhide | February/March



1206 SCHWARZ



1204 OLIVE

CUSTOMER TEASER

SPRING/SUMMER 2026



1205 OLIVE

FASHION COLLECTION

MENTON

Recycled PU | February/March



3354 COOKIE



3355 COGNAC

CUSTOMER TEASER

SPRING/SUMMER 2026



3354 COOKIE

FASHION COLLECTION

NIZZA

Fabric/Synthetic | February/March



3357 SCHWARZ KOMBI

FASHION COLLECTION

STYLE

Recycled PU | February/March



3361 OLIVE

CUSTOMER TEASER

SPRING/SUMMER 2026

3358 COOKIE-KOMBI



3356 COOKIE-KOMBI

PURPOSE

MIT ALLEM, WAS WIR TUN,
BEGLEITEN WIR MENSCHEN
DURCH KOSTBARE MOMENTE.

Ein Leben lang. Generationsübergreifend.

With everything we do, we accompany people through precious moments.
For a lifetime. Across generations.



THOMAS PICARD

GEORG PICARD
CEO

MARTIN PICARD
DIRECTOR SALES

SPECIAL COLLECTION

COWGIRL

Cowhide | April

1243 COOKIE | SCHWARZ



SPECIAL COLLECTION

BOOM

Cowhide | April



1241 COOKIE



1242 SKY

CUSTOMER TEASER

SPRING/SUMMER 2026

1242 SKY



VISION

WIR SIND DIE INTERNATIONAL BEGEHRTE UND ÄSTHETISCHE PREMIUM-TASCHENMARKE,

die Menschen ein Leben lang begleitet und ihnen ermöglicht, ihre
Persönlichkeit zu leben.

We are the internationally popular and aesthetic premium bag brand that
accompanies people throughout their lives and enables them to live their
personality.



GEORG PICARD
CEO



5681 SCHWARZ

FASHION COLLECTION

KEY LARGE

Cowhide | December/January

Small leather goods available



5679 COGNAC



5681 ROYAL



5682 SCHWARZ



5680 ROYAL

CUSTOMER TEASER

SPRING/SUMMER 2026

FASHION COLLECTION

BUSY LADY

Cowhide | December/January



7353 COGNAC



7354 WHITE LILY KOMBI

CUSTOMER TEASER

SPRING/SUMMER 2026



7354 INK

FASHION COLLECTION

HIGHLANDS

Cowhide | December/January

Small leather goods available



7357 SCHWARZ KOMBI | COGNAC



7358 WHITE LILY

CUSTOMER TEASER

SPRING/SUMMER 2026



7357 ROYAL

FASHION COLLECTION

CHIC WAY

Cowhide | December/January

Small leather goods available



1225 COGNAC



1229 OZEAN



1228 ROYAL



1226 SILBER

CUSTOMER TEASER

SPRING/SUMMER 2026



1228 COGNAC

FASHION COLLECTION

MABILLON

Recycled PU | December/January



3326 COGNAC



3349 SCHWARZ

CUSTOMER TEASER

SPRING/SUMMER 2026



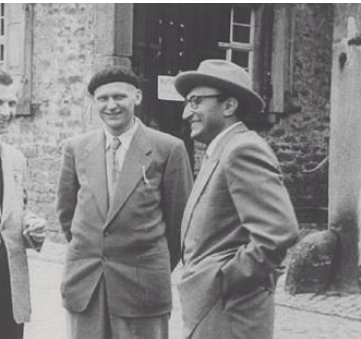
3350 COOKIE

THE BEGINNINGS...



CUSTOMER TEASER

SPRING/SUMMER 2026



... SINCE 1928



1245 CHAI

BASIC COLLECTION

JAVA

Cowhide

Small leather goods available



1245 CHAI



1297 VANILLA

CUSTOMER TEASER

SPRING/SUMMER 2026



1191 SCHWARZ

1193 SCHWARZ

INKLUSIV FÜR VIELE, STATT EXKLUSIV FÜR WENIGE.

Nachhaltig denkende Menschen, die ihre Tasche als Ausdruck ihrer Persönlichkeit und Lebensfreude tragen. PICARD überzeugt durch ästhetische Produkte, in denen man Herz und Handwerk spürt.

Ein generationsübergreifender Begleiter fürs Leben.

Inclusive for many, instead of exclusive for a few. Sustainably-minded people who carry their bags as an expression of their personality and joie de vivre. PICARD impresses with aesthetic products in which craftsmanship and passion can be felt. A cross-generational companion for life.



THOMAS PICARD

GEORG PICARD
CEO

MARTIN PICARD
DIRECTOR SALES



4235 CAFE

BUSINESS COLLECTION

BUDDY

Water Buffalo/Buffalo Skin

Small leather goods available



5685 COGNAC

CUSTOMER TEASER

SPRING/SUMMER 2026



4235 CAFE

2991 CAFE



BUSINESS COLLECTION

CALAHARI

fabric



2992 CHARCOAL



2994 CAFE

CUSTOMER TEASER

SPRING/SUMMER 2026



2990 CAFE

PICARD

SINCE
1928

PICARD LEDERWAREN GMBH & CO. KG
FRIEDENSSTRASSE 22 - 63179 OBERTSHAUSEN

+49 (0) 6104/ 7040 - 0
INFO@PICARD-FASHION.COM
PICARD-FASHION.COM