

PICARD SINCE
1928

AUTUMN/WINTER 2026



MY BAG. MY STORY.

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

FASHION COLLECTION

CROCO

Cowhide | September/October

Small leather goods available



5694 CAFE



5696 SCHWARZ



5693 SCHWARZ



5695 DEEP OCEAN

CUSTOMER TEASER

AUTUMN/WINTER 2026

FASHION COLLECTION

GRACE

Cowhide | July / August

Small leather goods available



7376 CAFE



7376 COGNAC

CUSTOMER TEASER

AUTUMN/WINTER 2026



5690 GRAVEL

FASHION COLLECTION

BEAUTIFUL

Cowhide | September/October

Small leather goods available



5690 GRAVEL



5691 CHIANTI



5692 SCHWARZ

CUSTOMER TEASER

AUTUMN/WINTER 2026

FASHION COLLECTION

WILDERNESS

Cowhide | September/October

Small leather goods available



1415 ZEBRA

CUSTOMER TEASER

AUTUMN/WINTER 2026



1416 ZEBRA

1413 ZEBRA

FASHION COLLECTION

WILDERNESS

Cowhide | September/October

Small leather goods available



1415 COW

CUSTOMER TEASER

AUTUMN/WINTER 2026



1413 COW

1416 COW

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

MARTIN PICARD
CEO

FASHION COLLECTION

BUCKLE UP

Cowhide | July / August

Small leather goods available



7367 CAFE



7369 BRICK



7369 COGNAC

CUSTOMER TEASER

AUTUMN/WINTER 2026



7368 DEEP OCEAN

FASHION COLLECTION

VIORA

Cowhide | July / August

Small leather goods available



1420 DEEP OCEAN



1421 COGNAC



1422 GRANITE



1420 CAFE

CUSTOMER TEASER

AUTUMN/WINTER 2026



7374 CAFE

FASHION COLLECTION

FOLD IN

Cowhide | July / August

Small leather goods available



7375 - COGNAC



7373 - SCHWARZ



7374 - CAFE

CUSTOMER TEASER

AUTUMN/WINTER 2026

FASHION COLLECTION

CLOUTE

Synthetic | July / August



3382 CAFE



3383 COGNAC



3384 CAFE

CUSTOMER TEASER

AUTUMN/WINTER 2026



3382 CAFE

FASHION COLLECTION

ORA

Cowhide | July / August



1424 CAFE/COGNAC



1425 SCHWARZ

CUSTOMER TEASER

AUTUMN/WINTER 2026



1426 CAFE



1423 CAFE

BASIC COLLECTION

ODEON

Cowhide | April



1423 CHIANTI



1206 SCHWARZ



1204 CAFE



1423 CAFE

CUSTOMER TEASER

AUTUMN/WINTER 2026

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.



SCHAFT GR
RLEW 44

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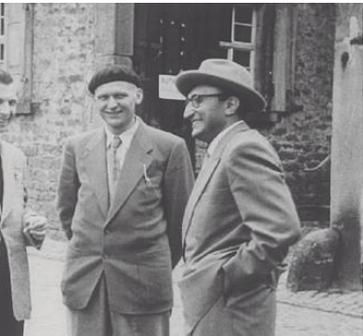
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THE BEGINNINGS...



CUSTOMER TEASER

AUTUMN/WINTER 2026



... SINCE 1928



BUSINESS COLLECTION

BOND ST.

Sheepskin

Small leather goods available



1429 SCHWARZ



1428 SCHWARZ



1428 CAFE

CUSTOMER TEASER

AUTUMN/WINTER 2026

BASIC COLLECTION

JAVA

Cowhide

Small leather goods available



1436 CAFE



1211 CHIANTI

CUSTOMER TEASER

AUTUMN/WINTER 2026



1210 OZEAN

BOND ST.
1429 CAFE

BUSINESS COLLECTION

CALAHARI

fabric



2992 CHARCOAL



2994 CAFE

CUSTOMER TEASER

AUTUMN/WINTER 2026



2991 CARCOAL



4235 COGNAC

BUSINESS COLLECTION

BUDDY

Water Buffalo/Buffalo Skin

Small leather goods available

SMART CABLE ORGANIZER



5685 COGNAC



AUTUMN/WINTER 2026

CUSTOMER TEASER



4505 COGNAC

8352 SCHWARZ
5953 COGNAC

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

MARTIN PICARD
CEO

PICARD

SINCE
1928

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