

PICARD SINCE 1928

LOOKBOOK
SPRING/SUMMER 2025



MY BAG. MY STORY.

PICARD-FASHION.COM

FASHION COLLECTION

CHESS

Cowhide | February/March

Small leather goods available



7295 MENTHA

FASHION COLLECTION

MERMAID

Cowhide | February/March

Small leather goods available



5635 SHARK



5636 MENTHA



5639 MENTHA

5637 MENTHA



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

SUGAR POP

Cowhide | February/March

Small leather goods available

7286 ROSE



7285 LIMONCELLO



7285 MENTHA



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

BROADWAY

Cowhide | February/March

NEW Metal Color: Antique Gold

Small leather goods available



5624 WHITE LILY



5626 LIMONCELLO

5625 LIMONCELLO



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

BRASILIA

Recycled PU | February/March



3316 WHITE LILY-KOMBI



3317 SCHWARZ-KOMBI



LOOKBOOK

SPRING/SUMMER 2025

BASIC COLLECTION

SUPERSTAR

Cowhide | February/March

Small leather goods available



7250 MENTHA



7247 LIMONCELLO



7246 SHARK



7249 LIMONCELLO



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

VALENTINE

Cowhide | February/March



7338 LIMONCELLO MENTHA ROSE



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

ZOOM

Cowhide | February/March

7283 MENTHA



7283 ROSE



7284 LIMONCELLO



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

KORFU

Cowhide | April



1222 SCHWARZ CHAI LIPSTICK CREAM



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

PRETTY

Recycled PU | December/January



3299 LIPSTICK



3300 COOKIE



3298 SCHWARZ



3300 LIPSTICK



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

PARIS

Recycled PU | February/March



3289 SHARK



3287 SCHWARZ

3288 ROSE



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

MADEIRA

Synthetic | February/March



3308 MENTHA



3310 LIMONCELLO



3308 WHITE LILY



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

LIBERTY

Cowhide | February/March

7299 VIOLET

7300 VIOLET



LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

COOL DOWN

Cowhide | December/January

Small leather goods available



5633 VIOLET



5631 CREAM



5632 SCHWARZ



5631 VIOLET



LOOKBOOK

SPRING/SUMMER 2025



3303 COOKIE

FASHION COLLECTION

MADRID

Synthetic | February/March



3304 ROSE



3303 COOKIE



3304 COOKIE



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SPRING/SUMMER 2025



MY BAG.

MY STORY.

FASHION COLLECTION

PEEPHOLE

Cowhide | December/January

Small leather goods available



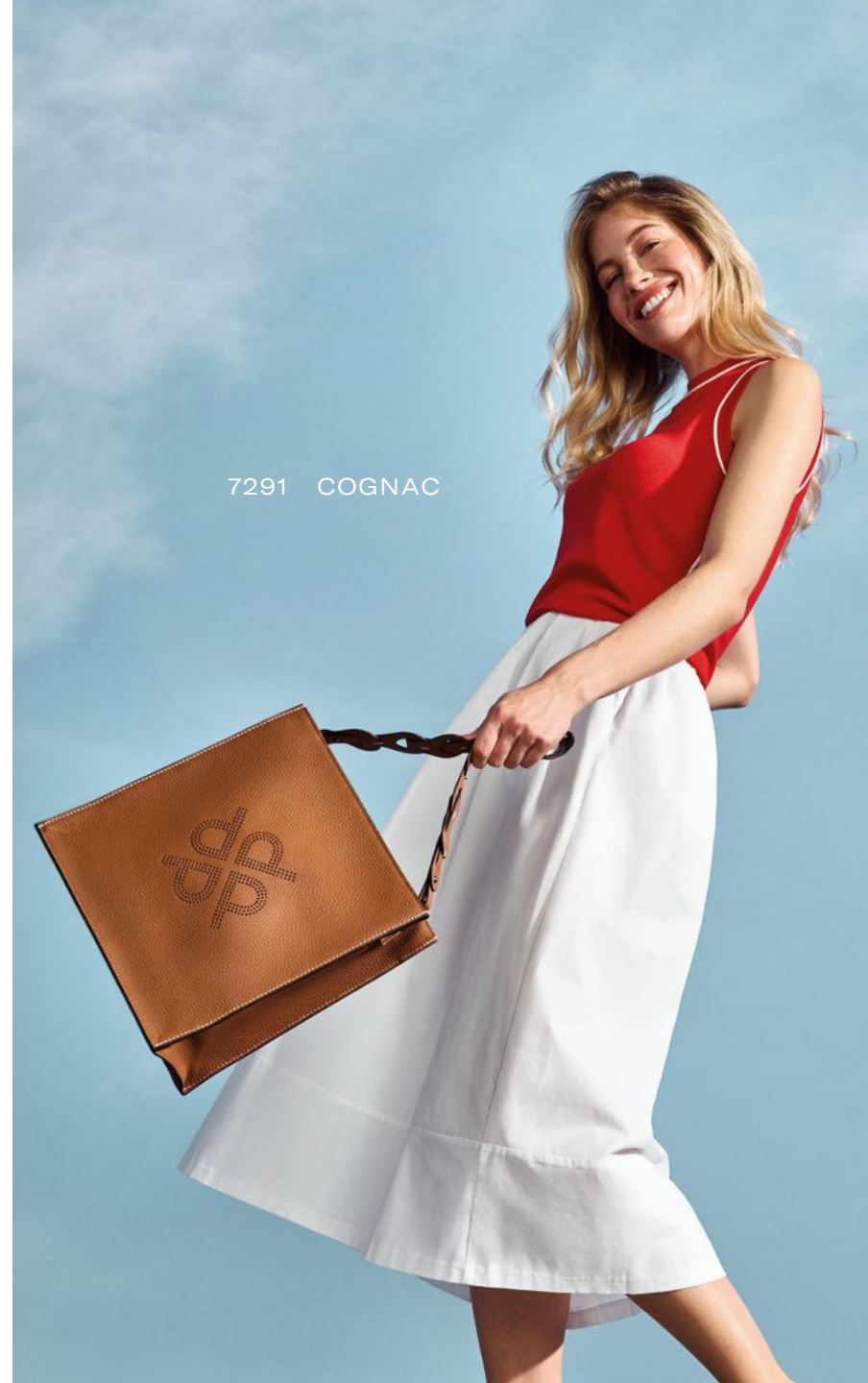
7290 COGNAC



7333 WHITE LILY



7331 LIPSTICK



7291 COGNAC



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SPRING/SUMMER 2025



5617 COGNAC

BUSINESS COLLECTION

BUDDY

Cowhide

Small leather goods available



5480 COGNAC

BUSINESS COLLECTION

HORIZON

Cowhide

Small leather goods available

1232 SCHWARZ

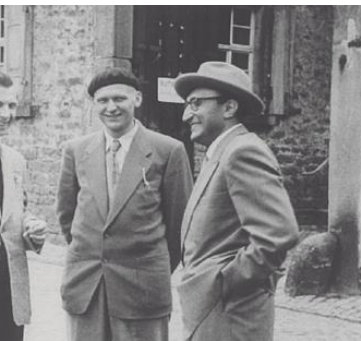


LOOKBOOK

SPRING/SUMMER 2025

THE BEGINNINGS...





... SINCE 1928

A portrait of Georg Picard, CEO, leaning on a table covered with brown leather. He is wearing a black long-sleeved shirt and has his arms crossed on the table. The background is a blurred industrial or office setting with large windows and structural elements.

GEORG PICARD
CEO

PURPOSE

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

Ein Leben lang. Generationsübergreifend.



LOOKBOOK

SPRING/SUMMER 2025



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.





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