

PICARD SINCE 1928

LOOKBOOK
SPRING/SUMMER 2025

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SPRING/SUMMER 2025



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

LOOKBOOK

SPRING/SUMMER 2025



5637 MENTHA

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

FASHION COLLECTION

VALENTINE

Cowhide | February/March



7338 LIMONCELLO MENTHA ROSE

LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

ZOOM

Cowhide | February/March

7283 MENTHA



7283 ROSE

LOOKBOOK

SPRING/SUMMER 2025



7284 LIMONCELLO

FASHION COLLECTION

KORFU

Cowhide | April



1222 SCHWARZ CHAI LIPSTICK CREAM

LOOKBOOK

SPRING/SUMMER 2025

FASHION COLLECTION

PARIS

Recycled PU | February/March



3289 SHARK



3287 SCHWARZ

LOOKBOOK

SPRING/SUMMER 2025



3288 ROSE

FASHION COLLECTION

COOL DOWN

Cowhide | December/January

Small leather goods available



5633 VIOLET



5631 CREAM



5632 SCHWARZ

LOOKBOOK

SPRING/SUMMER 2025



5631 VIOLET



3303 COOKIE

FASHION COLLECTION

MADRID

Synthetic | February/March



3304 ROSE



3303 COOKIE



3304 COOKIE

FASHION COLLECTION

MADEIRA

Synthetic | February/March



3308 MENTHA



3310 LIMONCELLO

LOOKBOOK

SPRING/SUMMER 2025



3308 WHITE LILY



MY BAG.

MY STORY.



5617 COGNAC

BUSINESS COLLECTION

BUDDY

Cowhide

Small leather goods available



5480 COGNAC

BUSINESS COLLECTION

HORIZON

Cowhide

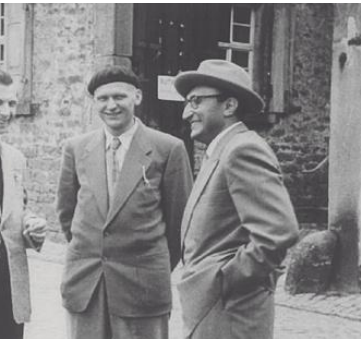
Small leather goods available

1232 SCHWARZ



THE BEGINNINGS...





... SINCE 1928

A portrait of Georg Picard, CEO, leaning on a table covered with brown leather. He is wearing a black 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.



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.

PICARD SINCE
1928

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