

AUTUMN / WINTER COLLECTION 2019 / 2020

# AUTUMN

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# WINTER



SALZBURG - TRIESTE ISSUE



**SAFFRON IS THE NEW YELLOW.**

*Cool concrete demands something that warms.*

*The linear design of this coat fairly references the iconographic architecture of Monte Grisa. Tailored true to our heritage, with nothing more needing to be added.*





AGAINST THE BACKDROP  
OF MONTE GRISA



*Thanks to its extraordinary position – political and geographical – Trieste was spared from major destruction. In gratitude and true to his pledge, Bishop Antonio Santin commissioned the building of Monte Grisa church. Sergio Musmeci (1926 – 1981) clad the building in folded concrete, interwoven with steel cables. Lovers of architecture from around the world bow before his engineering artistry. Though doesn't every well-tailored piece of clothing made from modern fabrics adhere to the selfsame principles of form and function? We here at Schneiders would definitely agree.*



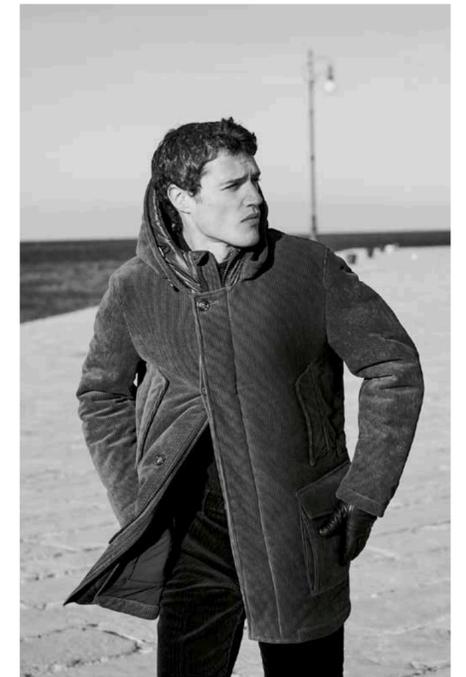
W

hat looks to be a **DENIM JACKET** on the left, turns out to be a **WOOLEN JACKET** after the first touch. The chain-like bands on the sleeve's hemline make this lightweight showpiece garment unique. The **MICRO-DOWN BLAZER** on the right likewise embodies form and function. Its highly elastic material joyfully accompanies every movement. As passionate about detail as we Salzburgers are, we also gave it a blue fox collar.



## HIGH TECH MEETS SLOW CRAFT

**WHAT YOU SEE:** a dark-blue **CORD PARKA** in the color of the winter ocean.  
**WHAT YOU DON'T SEE:** its jersey inner lining of recycled material and compressed down between cord and lining. That sounds every bit as elaborate as it actually is to manufacture. What would the most modern materials even be without our traditional tailoring craftsmanship.



*Right:*  
*Not a single lamb's hair was touched in the making of this innocent-as-a-lamb coat.*  
*What feels like curly-look lambskin is actually the epitome of ETHICAL WOOL, created from a snuggly alliance of camel-hair and silk. The natural response to the synthetics of fake fur.*



WITHOUT A TOUCH OF TEDDY,  
THIS JACKET IN OUR SIGNATURE  
CHECK OF THE SEASON WOULD  
HAVE BEEN AS STIFF AS STEIFF'S  
LEGENDARY BEARS.  
BUT NOW IT'S PERFECT.





A JANKER TERMED GRAND.  
A CANAL TERMED GRANDE.



*Though the Canale Grande here cannot be compared with its role model in Venice, the people of Trieste strove for a promenade to call their own. Let alone to parade a masterpiece like this. The finely structured **WOOLEN JANKER** over a **JACQUARD GILET** even captivates from a selfie perspective, with metal buttons and leather details. Land Art, with a refined hint of urbanity.*





# T

he goods pile up in the harbour. Silk from China, cotton from Egypt, coffee from Africa. Since the Suez Canal was opened in 1869, Trieste has been the beginning and end of the maritime Silk Road. The city is affluent. The average income of the Triestinian is six times as high as that of the K&K metropolis Vienna. For them, Trieste is the gateway to wide world. That is why the arterial road to the south is called Triester Straße in order to have the aim in mind right from the start. The southern railroad has also chosen Trieste as its terminus. With halts at numerous grand hotels along the way. Here the guests recover from the strains of the journey, change their wardrobe and dance waltzes so as to get the monotonous clatter set by the rails out of their heads, at least for a night. But also the inhabitants of the Alps are drawn to the south. The Wocheinerbahn via Udine grants them access to the Mediterranean. This marks the beginning of the friendship between Salzburg and Italy. The cross-border opportunities of today's Europe are turning Trieste back into a hub of trade, culture and knowledge. With its vibrant start-up scene, it is regarded as the Silicon Valley of Italy. And with the fashion award IST the city also draws attention to itself in the realm of fashion design. This city has our undivided attention.

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## DOCK ON!

FAIR DATA

PITTI UOMO, FLORENCE  
PADAGLIONE CENTRALE, PIANO ATTICO  
08.01 - 11.01.2019

PREMIUM, BERLIN  
STAND H3 - J04  
15.01 - 17.01.2019

FASHION START, MUNICH  
20.01 - 22.01.2019

THE TENTS NEW YORK  
20.01 - 22.01.2019

HOT1, SALZBURG  
22.01 - 23.01.2019

FWD, DUSSELDORF  
25.01 - 30.01.2019

LOS ANGELES MEN'S SHOW  
26.01 - 28.01.2019

CIFF COPENHAGEN  
BELLA CENTER  
29.01 - 01.02.2019

FASHION PREMIERE, SALZBURG  
03.02 - 05.02.2019

MUNICH FASHION, MUNICH  
09.02 - 12.02.2019

SUPREME WOMAN 6 MEN  
09.02 - 12.02.2019

HOT2, SALZBURG  
11.02 - 12.02.2019

COLLECTIVE, CHICAGO  
17.02 - 19.02.2019

TRACHT 6 COUNTRY, SALZBURG  
01.03 - 03.03.2019

REPRESENTATIVES



SCHNEIDERS  
SALZBURG



**WOLFGANG BINDER,**

*you decided, together with your business partner Peter Wagner, to invest in Schneiders. What was it about this label you liked so much?*

The product and its potential had fascinated us. In the premium and luxury sector, especially, their love for detail and the craftsmanship that goes along with that are totally in keeping with the spirit of the times. Our assumption is that quality and individuality will continue to be valued in future as well. We occupy a niche area, though one in which we are very well established.

*Fashion is losing some names we would never have expected. In that respect, is Salzburg bucking the trend?*

In contrast to the anonymity generated by big international concerns, the corporate culture of a family business is undoubtedly one of our biggest strengths. We intend to build on this strength, and others, to achieve steady growth in the medium term.

*How do you equip a clothing company to thrive in the future?*

You provide it with the means to prosper from generation to generation. And that relies on „family“ in the broadest sense. Including all the people in this business who give us their indispensable support.

*Setting sail, with modern fabrics, painstakingly manufactured, harnessing all of our tailoring skills, as only a rich heritage such as ours can do.*

*Will the business continue to emphasize delivery reliability and other established success factors?*

Nurturing good relationships within the industry and adjusting to its changing needs are both important foundations of Schneiders Salzburg. Something we even want to extend and strengthen.

*What are your next projects, how will things continue after Trieste?*

A year ago, we selected the Südbahn Hotel, standing vacant at that time, as the location for our Autumn/Winter Collection. Although it was 392 kilometers away, it made sense to choose Trieste for the current autumn collection. Back „in the day“, Trieste was the terminus of an impressive railway line that managed to conquer the Semmering Pass and frequently represented only the beginning of what would become an adventurous sea voyage.

A beautiful metaphor for our intentions. Setting sail, with modern fabrics, painstakingly manufactured, harnessing all of our tailoring skills, as only a rich heritage such as ours can do. We see 2019 as a year of consolidation. Followed by a departure in the direction of healthy growth.

*On a more personal note. You have been in Salzburg for four months. How are things going for you?*

Well, at times the incessant rain can be quite something. But thanks to a comfortable loden coat from Schneiders, for me it's rather like water off a duck's back.

*This interview with Wolfgang Binder at the bakery bistro "Joseph Brot" in Vienna's 7th District was conducted by Rosa Merlicek, Creative Director of the Merlicek & Grossebner advertising agency. Photographs: Michael Brus, Styling: Max Märzinger, Make-up: Thomas Orsolis.*

*In addition to PETER WAGNER Holding's 50 % and ALFONS SCHNEIDER with 10 %, WOLFGANG BINDER is the new co-owner of Schneiders Bekleidung GmbH with a 40 % share. On multiple occasions, he has been able to profitably develop textile companies out of challenging situations.*

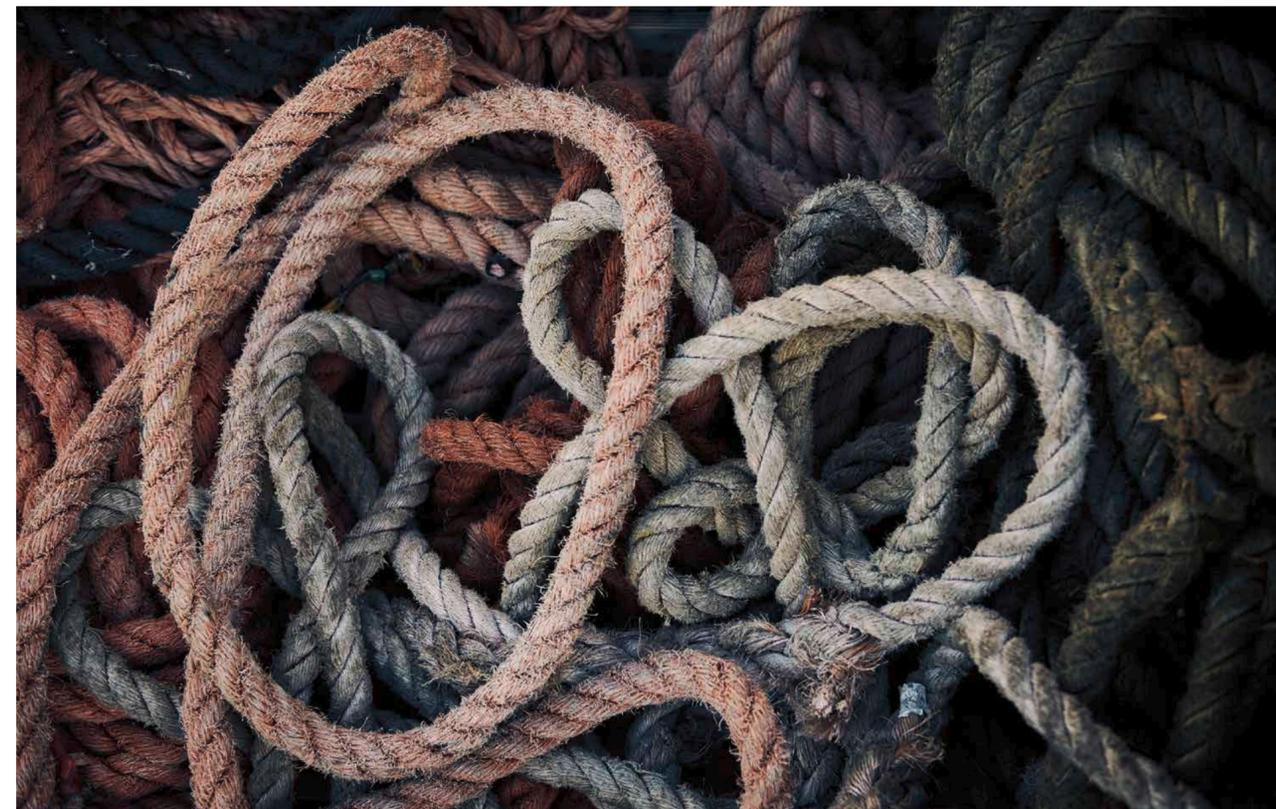






YOU WEAR A COAT  
LIKE THIS WHEN  
YOUR FASHION  
INSTINCT TELLS  
YOU, A PULLOVER  
ALONE IS  
NOT ENOUGH.

In the Porto Vecchio, history is palpable. Hundreds of thousands of ships were loaded and unloaded here. Ships' crews and travelers from foreign cultures and countries, all with their own stories, stories which began and ended right here. This coat, in what is again a very fashionable **BLACKWATCH TARTAN**, recounts a little of our own heritage of timeless cuts, reinterpreted in a plush woolen quality.



P

orto Vecchio was one of the most important ports in the world due to its hydrodynamic system. For the monarchy, it was the gateway to the world, especially after the Suez Canal was built. The architecture is an excellent example of industrial architecture during the Royal & Imperial era. Today, it is the perfect location to stride through the arcaded warehouses flaunting this diagonal **WOOL COAT** in military-style. The coin buttons and Rex-rabbit trim on the cuffs and collar do their part to ensure you will never be unnoticed.

The Trieste afternoon sky, with its late-autumnal play of color, confirmed our choice of color palette for our latest collection.

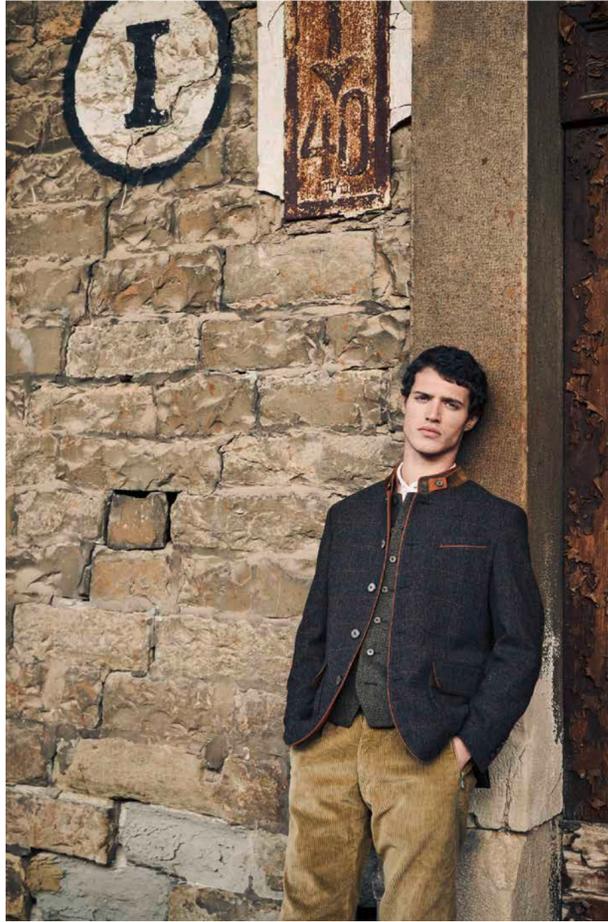




# W

hat makes this classic green **LODEN PARKA** so special is its lined hood. A 100% wool Teddy fabric by Steiff. That said, today's man, self-confidently standing by his weakness for Teddy bears, can also leave the Teddy at home occasionally – the hood is removable. In the green trench on the opposite side, the hint of a gilet lined with real lambskin adds warmth. This is the contemporary interpretation we give to our proud trench heritage. With lightly waxed winter cotton protecting against cool breezes.

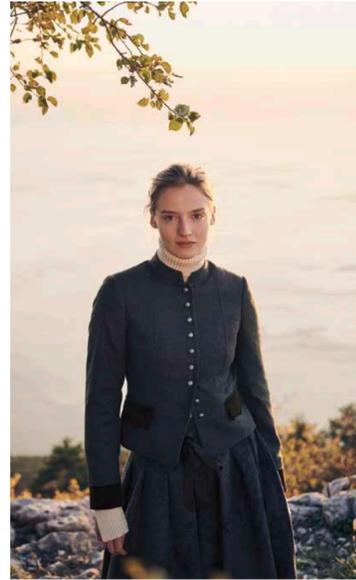




LAND ART. OUTFIT OF TODAY.  
AND TOMORROW. AND FOREVER.

*Wolfgang Binder*





## LODEN, PARIS, NEW YORK

*Berlin, Zurich, Rom, Madrid, Tokio and Sydney*



*Loden is the fabric that has always been the future of the brand Schneiders Salzburg. Since 1946. We encounter that future today in the form of our **LANDART** collection. In urban settings, and at country fairs across the land. Sported by a younger generation that is mindful of folkwear and – giving it a fresh new interpretation – claims it for themselves.*



*Reflecting off the window of Café Urbanis is our Janker jacket in a multicolored herringbone loden – along with satin details and deer-antler buttons.*

**SALZBURG  
LOVES TRIESTE.  
THE TRIESTINOS  
LOVE SALZBURG.**

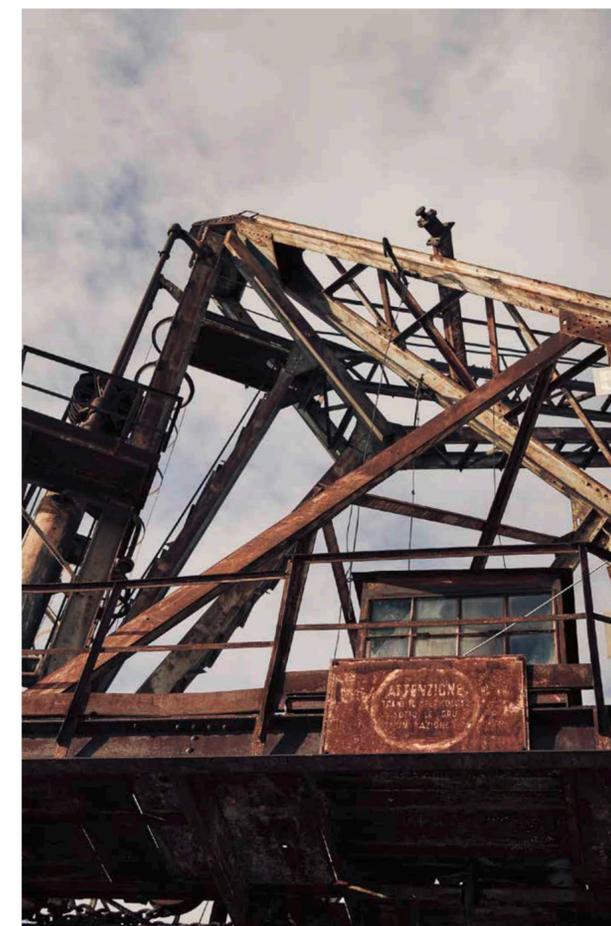
**Q**

uite simply, we share the same tastes. The city of Salzburg was already italo-philic in Mozart's time. They appreciated the good taste of Italian artists and architects, they learned from them and even borrowed their craftsmen. To reciprocate, we sent poets like Rainer Maria Rilke, much to the delight of the ladies of the Trentino. The same architects who shaped the Ringstrasse under the Danube Monarchy developed a kinship between our cities and Trieste. And we won Trieste over with our coffee-house culture. Who still remembers the times before CO<sub>2</sub> became an issue, when you could wake up and spontaneously decide you wanted to drink a cup of coffee in Trieste, doing your best to impress passers-by on the piazza with your **CHIC LODEN** attire? Though in that regard, little has changed. Even if, today, we resort to the Railjet instead of hopping into our 12-cylinder machine.





GO BIG OR GO HOME. THE MOTTO FOR THE DOWN JACKET AS A STATEMENT OUTFIT OF THE SEASON.



**L**arge down compartments, sensitively filled with the finest batting, wide profile zippers, the buttons also fashionably visible. Also increasingly en vogue – the check-print lining in the back. And saffron again, yellow at its most current. On the other side, the metallic green brings a certain bipolar sportiness to the **DOWN JACKET** with raccoon trim. Amble across the piazza or romp in the snow? Those are the two poles. The alternative from the microcosmos of finely spun high-tech fibers as the perfect evolution of down, conceived and realized by specialists. This is what makes our micro-down as light and supple as real down. Without a goose having to sacrifice a single feather in the process.

POLAR AND SEA BREEZE PROOF.



Right: Carmel, large compartments contributing to this winter's dream of a **DOWN JACKET**. With a polar-quality raccoon trim shimmering in a sun hovering low in the sky. Left: Trieste in late autumn can prove rather uncomfortable for a port-side photoshoot. Though not for anyone who is privileged to pose in this coat with a collar made of **STEIFF-TEDDY WOOL**. With its functional materials, it defies the cold, wind and rain. And does so with lightness and ease.



SINCE WE CANNOT STOP THE WIND  
LET OUR WOOL COAT DO THE JOB.

*Alfons Schneider*



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