

AUTUMN / WINTER COLLECTION 2021 / 2022

AUTUMN / WINTER



SCHNEIDERS

SALZBURG

SALZBURG - VENICE ISSUE



COGNAC IS DOCKING.

As soon as we arrive in Venice, we are greeted by timeless elegance. The **LAPEL COAT** in **PURE VIRGIN WOOL** – a classic to be rediscovered again and again. Here in the details – the open-edged finish of the **TAGLIO VIVO** cut and the side slits that give the hem more width. A waist belt may be added to the flowing silhouette to brace against the morning chill. Underneath, satin in two parts and monochromatic pink – an elegant finish.







*On the Piazzetta San Marco,
this parka takes a stand for its
modern minimalism in sandy beige.
It pays no heed to the impetuous
headwind. After all, it has
**HEAT-INSULATING DOWN
PADDING** on its side.*



**THE DISCREETLY POLISHED,
TECHNICAL NYLON MATERIAL AND
THE HIGH STAND-UP COLLAR WITH
ATTACHED HOOD SEE IT THE SAME
WAY: IN ALL CLARITY, A PIECE
YOU SIMPLY HAVE TO HAVE.**



The flair of Venice in November is captured not only by our camera, but also our collection. If you choose a city like Venice in search of inspiration, every piece of clothing becomes a prop that has to do justice to this backdrop. It's also a matter of giving late autumn temperatures the cold shoulder. Cold? Not me, says the **DOWN COAT** spraying its warm-toned bouquet of Bordeaux. Water repellent, this statement piece catches the eye – even in Venice.



WINTER HAS A PATTERN.

Walking through the narrow streets of the world-famous city of canals, you notice how it flirts with its visitors at every turn. That's where this **COAT** joins the fray and gets a little bit cheeky. The check on elegant **MOHAIR BLEND** shows its casual side. The viewer is happy to be interrupted for a moment, discovering the Oh! Shape, lined with flowing Changeant that gives room for movement as it walks on.





*Knitted in a network of channels that flow along their way, this **WOOL JACKET** represents a clear line in olive: straight cut and with side patch pockets. The latter slightly slanted. Such detail is a must.*



WITH A NATURALNESS, THE JACKET LETS THE ICY BREEZE PASS BY. THERE IS NO WAY THROUGH THE DOUBLE-FACE SHETLAND WOOL WITH HALF LINING.



IT IS TRADITION THAT GROUNDS US.
EVEN ON THE WATERWAYS OF VENICE.



On this side, not far from the Grand Canal, there is a play of colors unusual for Venice: Autumn leaves. Woven into **LODEN**. It makes this **PARKA** look handsome in front of the Venetian facades. Also thanks to its padded lining and detachable hood, it doesn't bow to autumn. *Left:* The city can be cold, too. This **FIELD JACKET** takes the challenge sportily. The collar is straight. Zipper up, the quilted lining insulates the heat.



V

enice is the city that is unlike all other cities. Here the lions fly and the doves walk. Venice is a flattering, suspicious beauty. Half fairy tale, half music. Venice evokes the admiration of all who are privileged to see it. They see a glorious era that shines on and on. In the squares in dazzling sun, and in the shaded canals where the dark water washes the walls of the ancient palaces. When you want to get from one point to another, Venice is like a crossword puzzle. This city is like no other.

Mathias Spängler, a Salzburg fabric merchant, became a merchant in Venice at the beginning of the 18th century - but not the Merchant of Venice. He found a new home here and founded a dynasty.

It is quite possible that the models we photographed in the late autumn light of this city are made of fabrics that hail from this area. Only in this light do they have that special glow.

The glamor of Venice..



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FAIR DATA

SPECIAL THANKS
TO OUR PARTNERS

HOT 1, SALZBURG
26.01. - 27.01.2021

FWD, DÜSSELDORF
28.01. - 02.02.2021

FASHION PREMIERE, SALZBURG
07.02. - 09.02.2021

SUPREME, MUNICH
13.02. - 16.02.2021

PITTI IMAGINE UOMO, FLORENCE
21.02. - 23.02.2021

TRACHT&COUNTRY, SALZBURG
26.02. - 28.02.2021

DALLAS MEN'S SHOW @ DALLAS
MARKET CENTER
DALLAS, TX
23.01. - 25.01.2021

THE WEST COAST SHOW
EMBASSY SUITES LAX NORTH
13.02. - 15.02.2021

SOUTHERN MEN'S CLOTHING
MARKET
CHARLOTTE, NC
06.02. - 08.02. 2021

BOSTON COLLECTIVE
EMBASSY SUITES, MARLBOROUGH, MA
28.02. - 02.03.2021

CHICAGO COLLECTIVE @
MERCHANDISE MART
21.02. - 23.02.2021





Anyone who has grown up with loden and linen will never be a scrap of cloth in the wind.

a sense of timelessness - to name but a few. And importantly, that we do not rest on our heritage, but always weave in the spirit of the times.

What strategy are you using to meet the challenges of the 2020s?

We want to focus on what we do best. Often even better than the others. We don't have to compete across the board. Not if we can hold our own with something specific. Where others are faster, we are more durable. If others are cheaper, we are worth more. If others are always the latest thing, we resonate with timelessness.

I can only counter this with a personal question. Will you often be found in the new store? Are you a good salesman?

Of course I'll be there when I have time. Nowhere else do you get a better feel for your product and your audience - and that, in turn, makes you a good salesman.

This interview with Wolfgang Binder was conducted by Rosa Merlicek, Creative Director of the Merlicek & Partner advertising agency. Photographs: Michael Brus, Styling: Marlise Isler, Make-up: Thomas Orsolis.

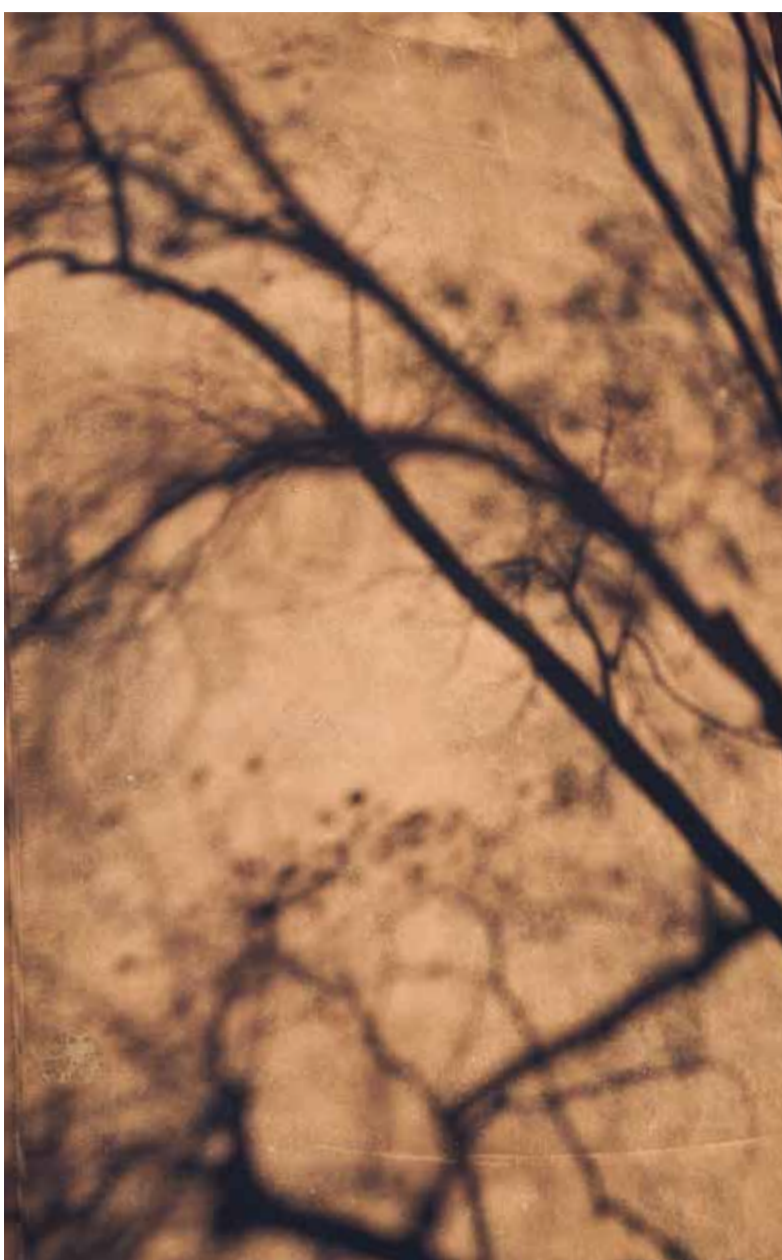
Mr. Binder, I talked to you about setting sail in 2018 as the new captain. About how you are steering the Schneiders company into the harbor of the future. And we're already talking about a flagship store in Salzburg's old town.

As a Salzburg resident, you can certainly understand how proud we are of the address Griesgasse 31 for our world's first Flagship Store. Even more so in a listed building that has been carefully renovated accordingly. At last, our bond with Salzburg is thus set in stone.

Well-known competitors close their doors forever, you open a new Flagship Store. You sail strongly into a wind that shook the textile industry considerably.

With our outdoor expertise, we do well with the wind as a metaphor. Whether it's a headwind, a tailwind, or in our case even an upwind, it is always a question of one's own point of view after all. We are firmly anchored in our core values. Our adherence to traditional craftsmanship, our commitment to create sustainability - in keeping with





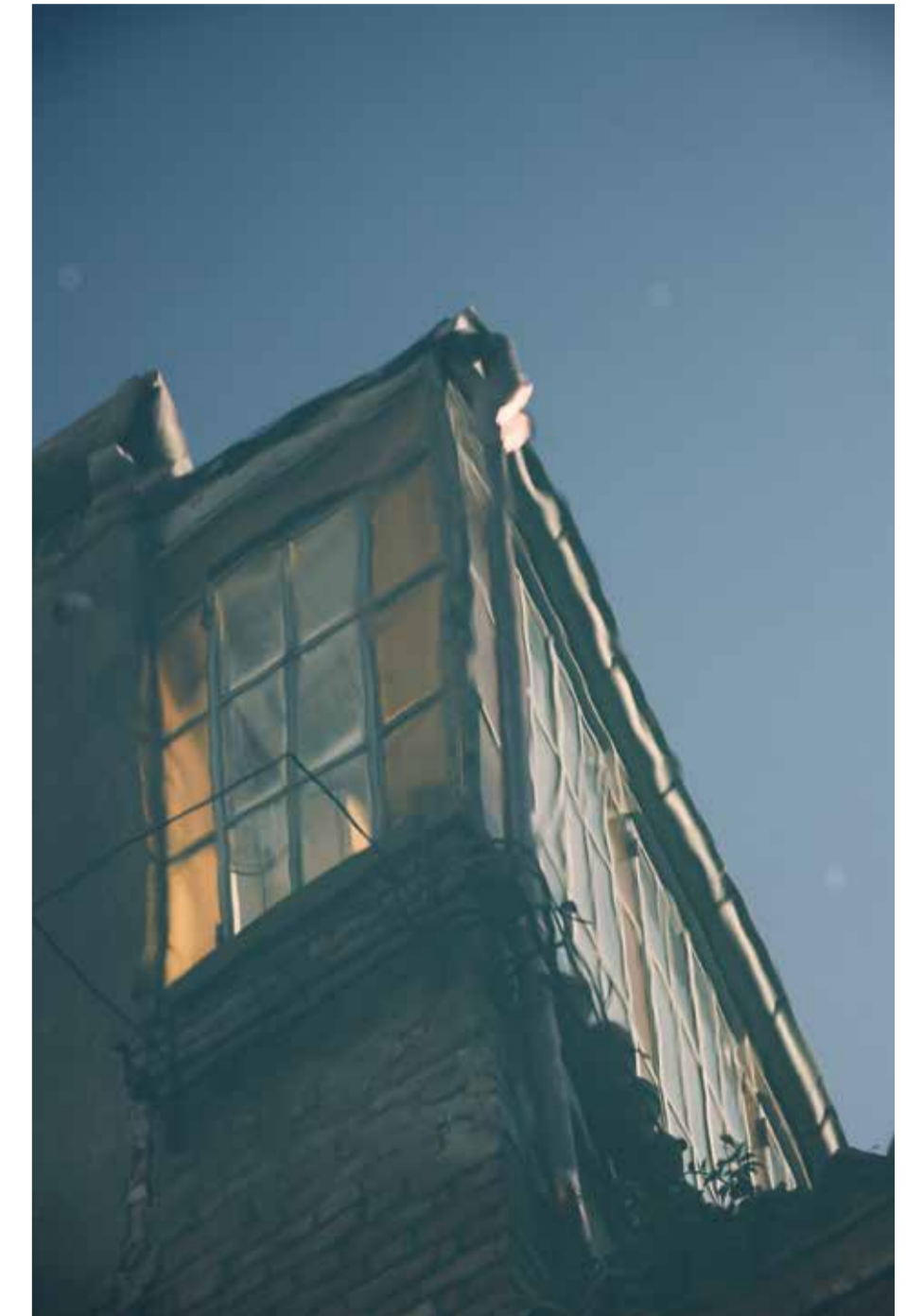
**A COAT PUTS
A CITY IN THE
SHADE.**

Like a quote from the colorful houses of Burano, this **OVERSHIRT** steps into the sunlight. Cool red signals a sense of style. **PURE VIRGIN WOOL** makes the transition to winter wardrobe. End quote.





RETREAT. GATHER STRENGTH.
NESTLE INTO THE JACKET.



W

hen winter makes itself known, our winter jackets make themselves indispensable. The „it-piece“ of a **DOWN PARKA** defies the cold twice: on one side in timeless black, on the other in warm tobacco. **100% DOWN FILLING** and a contrasting hood decisively repel cold with ease. The chic **DOWN QUILTED JACKET** underneath simply agrees.

Left: Glencheck is back. The sporty **TWO-IN-ONE WOOL JACKET** sets Scottish accents in an Italian ambience. And it's a pleasure to behold. It does not get cold. **PREMIUM DOWN FILLING** and the removable windbreaker know how to prevent that. *It's good to be back.*



On this page the winter sun of Venice glances our **SHIRT-JACKET** with interest. In Shetland quality and twill weave. The casual oversize radiates the tranquility of serenity. *Right:* With a view of San Giorgio Maggiore, the double-breasted **CABAN** grants us a bit of insight: How it calmly answers the weather with its **WOOL BLEND**, and how it holds its wide collar up to the harsh winds of the Adriatic Sea. It wears the engraved genuine horn blazer buttons in a subtle used finish like a badge of aplomb.





THIS IS WHAT IT LOOKS
LIKE WHEN YOU BRIDGE
TRADITION AND MODERNITY.



*This young couple knows how to combine
the best of two worlds: she makes her
statement with international flair, he counters
with the understatement of our **LANDART**
collection. That's what we call cross-over.*



COLORS SET THE MOOD.
FABRICS MAKE YOU DREAM.

Wolfgang Binder



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