



Park Walk & Urban Looks  
Autumn | Winter 2026

COVERED  
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QUIET UTILITY



01



02



03

## ZIPPER STATT REVERS: DIE WOLLJACKE IM UTILITY-UPDATE

**Cropped Wool** ist der Silhouetten-Kick für HW 26/27

Cropped, clean, kombistark: Diese kurze Wolljacke ist der schnellste Modernitäts-Booster fürs Sortiment – weil die Proportion den Look macht. Sie spielt mühelos über alle Styling-Cluster: zu Röcken und Dresses (wie hier), zu Wide Leg, zu Tailoring. Und sie trifft den Layering-Nerv der Saison: solo im Übergangswetter, als smarter Midlayer unter dem Mantel. Kurzum: ein Key-Piece mit hoher Drehzahl – gehört auf die Order-Shortlist.



## UMSATZ-GARANT

LOOSE FIT: DIESE WESTE VERBINDET CLEANEN NYLON-STYLE MIT WEICHEM FAKE FÜR INNENFUTTER.

## LOOSE FIT - WESTE

LEICHT WATTIERT, WARM OHNE AUFZUTRAGEN, IST SIE EIN ECHTER STYLING-HIT: ÜBER DENIM LÄSSIG, ZUM ROCK SOFORT FEMININ. FEMININER STYLE MIT FAKE FÜR INNENFUTTER, SPORTIV UND DRAUSSEN IDEAL FÜR CITY-LAYERING. EIN ECHTER UMSATZTREIBER



A woman with dark hair and brown eyes is sitting on a white wooden bench. She is wearing a brown, textured, ribbed fur jacket over a white turtleneck sweater and dark grey trousers. She is looking off to the side. The background features a brick wall and a white wooden railing. The text 'TRANSITIONAL ICON' is overlaid in large, white, sans-serif capital letters.

TRANSITIONAL  
ICON



REAL WINTER, NEW RULES:  
INDOOR-CHIC OUTERWEAR

WINTER WITHOUT WEIGHT:  
JACKEN, DIE DEN MANTEL ERSETZEN

STYLING

# THE NEW OUTDOOR-LOOK

A woman with dark hair and brown eyes is leaning against a brick wall. She is wearing a dark, textured bouclé jacket over a light-colored sweater and brown trousers. She is looking off to the side with a thoughtful expression. The background features a dark, ornate door and a brick wall.

BOUCLÉ CHIC



Soft Utility, new chic  
Bouclé-Teddy in  
Schokobraun, perfekt für  
das Indoor/Outdoor-  
Layering der Saison.

A woman with dark hair and brown eyes is standing in front of a large stack of cut logs. She is wearing a light grey, knee-length coat with a wide notched collar and two chest pockets. The coat has a subtle texture and a few visible buttons. She is also wearing a white turtleneck sweater and dark trousers. The background shows a rustic wooden building and some foliage.

CHALET  
FEELING



REVERSIBLE  
COZY

A woman with dark hair and smoky eye makeup is looking directly at the camera. She is wearing a grey zip-up vest over a white button-down shirt. She is sitting on a white sofa with a textured, polka-dot patterned pillow behind her. Her hands are resting on her lap.

CHIC TO STAY IN

*The new Indoor Statement*



Das Layering-Piece für milde  
Kälte: Wendeweste über  
Bluse/Strick - drinnen stylisch,  
draußen feminin cool.

Lifestyle/April/City –  
starker Look, starke Haptik.





A woman with dark hair and red lipstick is wearing a maroon coat over a black lace top. She is standing in front of a painting of a woman's face. The text 'BERRY COAT SEASON' is overlaid on the image, with 'Lace meets coat' below it.

# BERRY COAT SEASON

*Lace meets coat*

# RELAXED FIT



Trendcode:  
Neue Fake-Fur-Optiken im Blouson-Cut

A woman with dark hair and sunglasses is leaning against a metal fence. She is wearing a maroon puffer jacket with a hood. The text "WINTER PROOF" is overlaid in white capital letters on the right side of the jacket.

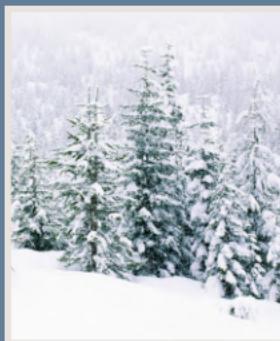
WINTER  
PROOF

A woman with dark hair tied back is sitting on a rustic wooden bench. She is wearing a light green, quilted puffer jacket with a fur-trimmed hood and matching green pants. She is leaning against a vertical wooden post, looking off to the side. The background is dark and out of focus, showing some foliage and logs.

# VETIVER PUFFER

A woman with dark hair pulled back is wearing a tan puffer jacket over a plaid shirt. She is also wearing a white turtleneck and large, dark sunglasses. She is standing in a garden with trees and a greenhouse in the background.

CARAMEL  
COOL



*Ice, Ice Baby: Der neue Puffer in Cool-Blue*



A close-up photograph of a woman's face and upper torso. She is wearing large, dark, reflective goggles that cover her eyes. Her hair is dark and pulled back. She is wearing a light blue, puffed-up puffer jacket with a high collar and two visible silver buttons. The background is a soft, out-of-focus grey.

BLUE  
CRUSH

# COVERED

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CREATIVE DIRECTION: BAERBEL KRAFT  
BRAND CONSULTING & VERTRIEB: BOLD & EXPERT  
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