GREIFF

JULY 2026

THE SHIRT BOOK

DIFFERENT FABRICS FOR DIFFERENT NEEDS

MADE IN EUROPE

POPELIN
THE ELEGANCE OF SIMPLICITY
With its fine plain weave, poplin offers a smooth finish, a subtle sheen and an effortless lightness. Its origins are believed to trace back to Avignon, France, where a fabric known as papeline was said to have been produced for the papal court during the Middle Ages.

TWILL
FROM DENIM TO TAILORED SHIRTS
One of the world's oldest weaving techniques, twill is defined by its distinctive diagonal weave. It creates subtle texture while combining softness with exceptional durability, making it one of the most versatile fabrics in modern wardrobes.

Gabardine
FROM EXPEDITION GEAR TO A MODERN CLASSIC
Tightly woven, shape-retaining and exceptionally resilient, gabardine is regarded as one of the earliest performance fabrics in textile history. Patented by Thomas Burberry in 1888, it remains a trusted choice wherever durability and refined appearance go hand in hand.

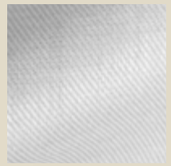
Oxford
A TRADITION WOVEN INTO EVERY THREAD
Oxford's signature basket weave gives the fabric its unmistakable texture and timeless character. In the 18th century, a Scottish mill named four shirting fabrics after renowned universities. Only Oxford became a true classic.

Jersey
T-SHIRT COMFORT. SHIRT SOPHISTICATION:
Unlike woven fabrics, jersey is knitted, giving it a naturally soft feel with exceptional stretch. Coco Chanel introduced the practical fabric to fashion in the early 20th century, and its effortless comfort has made it a lasting favourite ever since.

Chiffon
LIGHT. FLOWING. EFFORTLESSLY ELEGANT.
Chiffon's delicate, flowing character comes from yarns that are tightly twisted before weaving, creating its signature texture. Despite its refined appearance, the name itself has surprisingly humble origins: chiffon simply means „cloth."

TIP:
hang shirts and blouses on a hanger immediately after washing. this helps minimise creasing and can significantly reduce the need for ironing.

PREMIUM



FABRIC 1200
TWILL WEAVE: 3/1 TWILL
98% ORGANIC COTTON,
2% ELASTOLEFIN
140 G/M²

_SUPERIOR COMFORT
_ELEGANT SHEEN
_DURABLE
_WRINKLE-RESISTANT
_NON-IRON

REGULAR FIT 6562

MANY MORE STYLES
E.G. **SLIM FIT**

REGULAR FIT 6762

MANY MORE STYLES
E.G. **SHORT SLEEVE REGULAR FIT**

AVAILABLE WITH EXTRA-LONG SLEEVES

white | black | mid blue | white/ contrast grey | white/ contrast blue

MODERN

FABRIC 1770
TWILL WEAVE: GABARDINE
76% COTTON, 22% POLYESTER, 2% ELASTOLEFIN
135 G/M²

_CLIMATE CONTROL
_PERFORMANCE STRETCH
_DURABLE

REGULAR FIT 6727

OR:
SLIM FIT

AVAILABLE WITH EXTRA-LONG SLEEVES

REGULAR FIT 6527

OR:
SLIM FIT

white | black | navy blue | bleu | white/ contrast grey | white/ contrast blue

FABRIC 1240
SINGLE-JERSEY
93% POLYAMID, 7% ELASTHAN
175 G/M²

_FEATHERLIGHT COMFORT
_EXCEPTIONAL FREEDOM OF MOVEMENT
_BREATHABLE
_EASY CARE

flow

OCBD

OXFORD CLOTH BUTTON DOWN

FABRIC 1285 / 1286
CANVAS WEAVE: OXFORD
61% COTTON,
39% POLYESTER
135 G/M²

_ SOFT TOUCH
_BREATHABLE
_WRINKLE-RESISTANT
_DURABLE
_EASY IRON

CASUAL

OXFORD REGULAR FIT 6723

OXFORD REGULAR FIT 6591

white bleu blue/white

CASUAL

FABRIC 1250
SINGLE-JERSEY
53% COTTON, 47% POLYESTER
170 G/M²

_SOFT & FLEXIBLE
_COOLING COMFORT
_EASY IRON

JERSEY REGULAR FIT 6767

JERSEY REGULAR FIT 6511

white black

CHIFFON

FABRIC 1446
CANVAS WEAVE: CHIFFON
100 % POLYESTER
110 G/M²

_SOFT TOUCH
_BREATHABLE
_WRINKLE-RESISTANT
_DURABLE
_EASY IRON

black silver-grey navy blue taupe red offwhite mint

CHIFFON REGULAR FIT 6580

MANY MORE STYLES
E.G. **SHORT SLEEVE REGULAR FIT**

BASIC

REGULAR FIT 6516

MANY MORE STYLES

E.G. **LONG SLEEVE REGULAR FIT**

FABRIC 1120

CANVAS WEAVE: POPELINE
62% COTTON, 35% POLYESTER, 3% ELASTANE
130 G/M²

_BREATHABLE
_COMFORT STRETCH
_EASY CARE
_DURABLE

AVAILABLE WITH EXTRA-LONG SLEEVES

REGULAR FIT 6665

MANY MORE STYLES

E.G. **SHORT SLEEVE REGULAR FIT**

white | black | anthracite | navy blue | bleu | taupe | beige | red | bordeaux | berry | mint

COLLECTION OVERVIEW

DISCOVER OUR FULL SIZE RANGE & ALL FITS

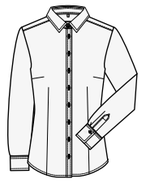
HERE

PREMIUM

Ladies blouse
Regular Fit 6562 | 65621
Kent collar, wide cuff with logo embroidery.
Sizes: 32–54

Men shirt
Regular Fit 6762 | 67621
New Kent collar, adjustable cuff with logo embroidery, button on sleeve slit.
Sizes: 35/36–47/48

MODERN



Ladies blouse
Regular Fit 6527 | 65271
Kent collar, wide cuff with logo embroidery.
Sizes: 32–54

Men shirt
Regular Fit 6727 | 67271
Kent collar, adjustable cuff with logo embroidery, button on sleeve slit.
Sizes: 35/36–47/48

FLOW

Ladies blouse
Regular Fit 65011
Kentkragen, breite Manschette
Größen: 32 – 54

Men shirt
Regular Fit 67067
New-Kent-Kragen, Knopf am Armschlitz
Größen: 35/36 – 47/48

CASUAL

Ladies blouse
Regular Fit 6591
Button-down collar, loop on the inside collar.
Sizes: 32–54

Men shirt
Regular Fit 6723
Button-down collar, loop on the inside collar.
Sizes: 35/36–47/48

Ladies jersey blouse
Regular Fit 6511
Kent collar, wide cuff.
Sizes: 32–54

Men jersey shirt
Regular Fit 6767
New Kent collar, adjustable cuff, elastic, button on sleeve slit.
Sizes: 35/36–47/48

CHIFFON

Ladies chiffon blouse
Regular Fit 6580
Long sleeve, concealed button placket, wide cuff.
Sizes: 32–54

BASIC

Ladies blouse Regular Fit 6516
Short sleeve, Kent collar.
Sizes: 32–54 (black, bleu, white 32–60)

Men shirt Regular Fit 6665
New Kent collar, breast pocket.
Sizes: 35/36–47/48 (black, bleu, white 35/36-49/50)

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