

PURE
ICONICS.

SINCE
1941

CALIDA

BORN IN SWITZERLAND



Our promise.

WE BELIEVE THAT CLOTHING ONLY FEELS GOOD WHEN,
BEYOND THE SKIN, IT TOUCHES THE HEART.
WHEN YOU CAN INSTANTLY SEE AND FEEL THE DIFFERENCE.
WHEN QUALITY IMPRESSES AND ENDURES THROUGH TIME.
WHEN CUTTING-EDGE INNOVATION INSPIRES EVERY DAY.
WHEN SUSTAINABILITY ISN'T JUST A TREND,
BUT A DEEP-ROOTED PROMISE.

BORN IN SWITZERLAND



ETUDE TOUJOURS



LIGHT



ELASTIC



TRUE CONFIDENCE



FAVOURITES LOUNGE | AJOUR



NATURAL JOY

**There
is only
one body
type:
beautiful.**



Simply timeless.

TIME DOES NOT DEFINE US.
WE CREATE UNDERWEAR THAT KNOWS NO AGE –
EACH PIECE IS FOR EVERYONE AT
EVERY STAGE OF THEIR LIFE AND JOURNEY.
OUR GARMENTS ARE TRUSTY, SUSTAINABLE
AND LIFE-LONG COMPANIONS.







COTTON 2:2



TWISTED COTTON



Legendary quality.

EVERY MOMENT IS UNIQUE,
AS IS EVERY NEED.
THAT'S OUR BENCHMARK,
AND WHY WE MAKE UNDERWEAR
FOR ALL STAGES OF LIFE.
QUALITY IS SOMETHING YOU CAN FEEL.
AGAIN AND AGAIN.



FEMININ SENSE



NATURAL COMFORT



Completely sustainable.

FOR US, SUSTAINABILITY IS NOT
JUST A TREND. IT IS ALSO NOTHING NEW –
IT HAS BEEN PART OF OUR IDENTITY
RIGHT FROM THE START.

WE FIRMLY BELIEVE THAT THE BEST QUALITY
UNDERWEAR SHOULD NOT COME AT THE EXPENSE
OF FUTURE GENERATIONS.



100 % NATURE



FEMININE AIR



FEMININE AIR



TRUE CONFIDENCE



FAVOURITES LOUNGE

Outstanding innovation.

THE RIGHT FIBRE FOR EVERY MOMENT IN LIFE.
SOME ASPECTS OF UNDERWEAR
ARE ESSENTIAL AND TIMELESS; OTHERS CHANGE.
WHICH IS WHY WE CONTINUOUSLY CREATE
NEW PRODUCTS FROM INNOVATIVE
MATERIALS THAT ARE AHEAD OF THEIR TIME.



PERFORMANCE NEO



FRESH COTTON



REMIX BASIC LOUNGEWEAR



FRESH COTTON



Pure comfort.

FOR US, MAKING THE BEST UNDERWEAR MEANS
UNDERSTANDING THE PEOPLE WHO WEAR IT.
FOR EVERY DAY AND EVERY NIGHT.
WITH UNCOMPROMISING ATTENTION TO DETAIL.
WE ALWAYS LOOK FOR THE BEST CUTS, THE RIGHT MATERIAL,
AND THE PERFECT COMBINATION.





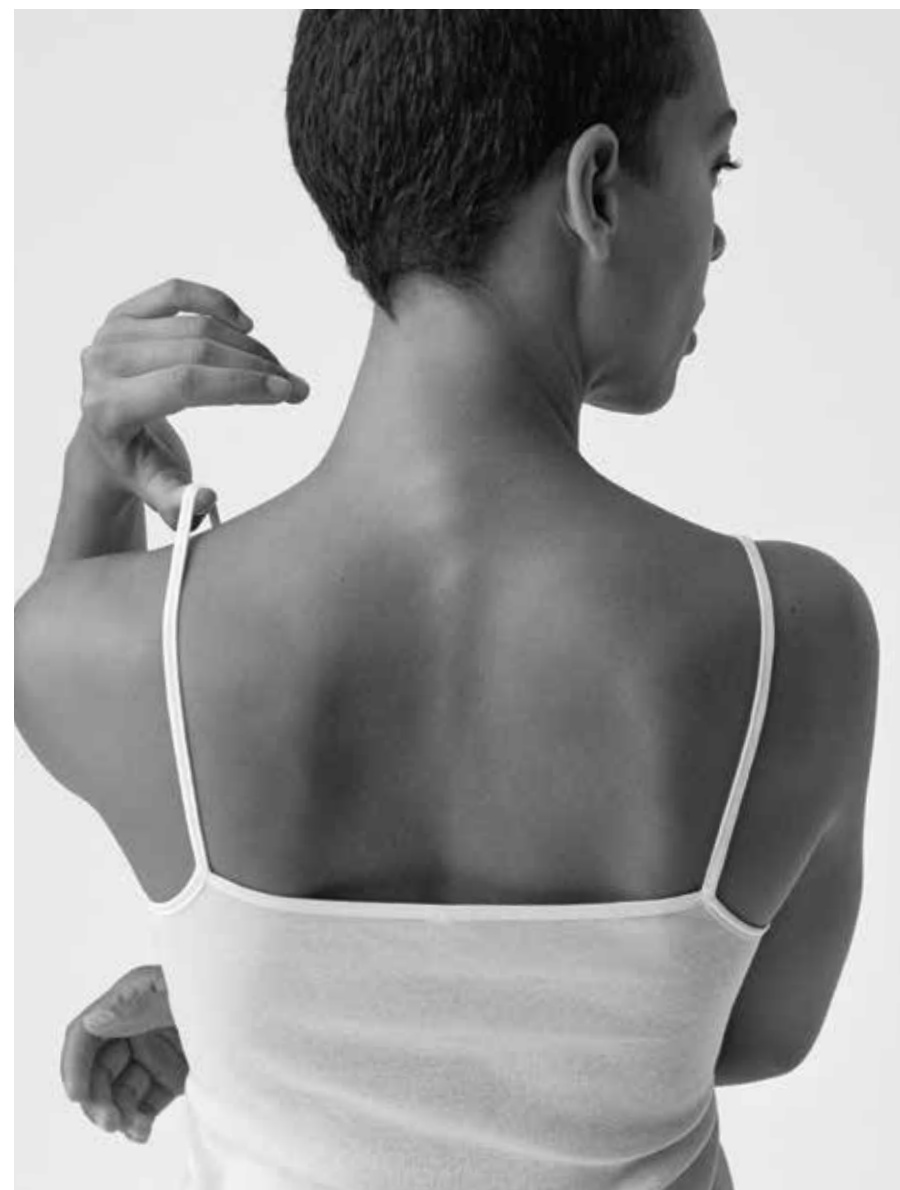
NATURAL COMFORT



NATURAL LUXE | SILHOUETTE



BALANCE



LIGHT



COTTON STRETCH



100 % NATURE

FOR A GOOD FEELING,
NOT JUST ON YOUR SKIN.

THE FILM



www.calida.com

CALIDA

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