

Holm & Laue

Holm & Laue  
**WORKWEAR 'N' FASHION**

2<sup>nd</sup> Edition

*Dairy* Fashion  
by Holm & Laue



## *Moin and Hello,*

We were asked to address the issue of "workwear and fashion" for the second time round, and to put together a new collection for the Holm & Laue staff and our friends.

We reckon that you are bound to like what we have chosen as much as we do. The entire range now comes in blue – primarily in a very dark shade. All of the clothing has been sourced from renowned manufacturers who have impressed us with their good quality.

A small artisan printing and embroidery company in our neighbourhood – only one street away from us – upgrades the

workwear for us with prints and embroidered details.

We hope you enjoy choosing, and especially wearing, your clothes from our new brand "Dairy Fashion".

P.S.: By the way, our staff's favourite is the hoodie shown on page 7 and in the photo above. Which is hardly surprising, as it really is of an exceptional quality and extremely comfortable :-)

We particularly enjoyed designing the hoodies for kids. You will find these on the back cover (the last page).



# Classic polo shirt

All sizes only\*

## €19



### Classic polo shirt

€19\*



No. 9010.1000  
Size S-3XL



No. 9011.1000  
Size S-3XL

## H&L polo shirt

Polo shirts are a classic choice; you always make a good impression, but they're still quite casual.

Our H&L fine piqué polo shirt is made of 100% ring-spun brushed cotton. The fabric texture looks particularly sophisticated and feels lovely and firm to the touch. Thanks to the classic fit, as well as various high-quality details such as a 1x1 rib knit collar and cuffs or a button placket in a matching colour with three buttons, this is our new benchmark when it comes to polo shirts!

With a sophisticated, embroidered left chest Holm & Laue emblem.

Material: 100% cotton, buttons in a matching colour, 180g/m<sup>2</sup>, machine washable at 40°C

STANDARD 100 by OEKO-TEX®



# T-shirt


All sizes only\*

# €14



## Heavy-duty T-shirt

€14\*

 No. 9515.1000  
Size XS-4XL

## H&L heavy-duty T-shirt

Our heavy-duty T-shirt is made for hard workers, from the quality of the fabric (beautifully soft enzyme washed brushed cotton) and the double-layered shoulder yoke, to the double stitching at the armholes of the set-in sleeves.

Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy", plus the Holm & Laue logo.

Material: 100% cotton (contains 7% viscose), 180g/m<sup>2</sup>, machine washable at 60°C, may be tumble dried

STANDARD 100 by OEKO-TEX®

*Dairy*Fashion  
by Holm & Laue



# Sweatshirt

All sizes only\*

# €32



## Mikralinar sweatshirt

€32\*



No. 9015.3000  
Size XS-6XL

## H&L mikralinar sweatshirt

Exceptional quality: Our particularly durable crew-neck sweatshirt with cuffs that keep their shape thanks to LYCRA®, a smooth French Terry inside and a neckband. Made from soft, particularly easy-to-care -for knitted fabric called mikralinar®, with a woven label flag on the left-hand side seam.

Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy", plus the Holm & Laue logo.

Material: 50% cotton and 50% polyester, 300g/m<sup>2</sup> mikralinar®, pre-shrunk, machine washable at 60°C, may be washed in commercial washing machines.

STANDARD 100 by OEKO-TEX®

*Strong. Up to size*  
**6XL**




All sizes only\*

€34

Premium  
zip-neck top



**Premium  
zip-neck top**  
€34\*

 **No. 9015.3002**  
Size XS-6XL

## H&L premium zip-neck top

Classic premium-quality zip-neck top with a high-quality YKK® zip, cuffs that keep their shape thanks to LYCRA®, a smooth French Terry inside and a neckband.

Made from an easy-to-care-for cotton-polyester blend that meets the most discerning standards. With a woven label flag on the left-hand side seam.

Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy", plus the Holm & Laue logo.

Material: 70% cotton and 30% polyester, 300g/m<sup>2</sup>, YKK® zip, pre-shrunk, machine washable at 60°C

STANDARD 100 by OEKO-TEX®

*Strong. Up to size*  
**6XL**

*Dairy* Fashion  
by Holm & Laue



# Premium hoodie


All sizes only\*

# €39



## Premium hoodie

€39\*

 No. 9015.3001  
Size 2XS–6XL

## H&L premium hoodie

No doubt about it: Everyone loves a hoodie! At last, here's the Holm & Laue version: A casual sweatshirt with a hood and a kangaroo pocket – a fashionable piece of clothing for cooler days. Hood with drawstring and painted metal eyelets. The rough inside makes this sweatshirt very cosy and extremely comfortable to wear.

Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy", plus the Holm & Laue logo.

Material: 70% cotton and 30% polyester, YKK® eyelets, 300g/m<sup>2</sup>, pre-shrunk, machine washable at 60°C  
STANDARD 100 by OEKO-TEX®

*Strong. Up to size*  
**6XL**

# Sports gilet


All sizes only\*


€42



## Sports gilet

€42\*

 No. 9010.4000  
Size XS-3XL

 No. 9011.4000  
Size S-4XL

## H&L sports gilet

Breathable yet still water-repellent, windproof gilet that can be worn underneath a jacket as a lightweight body warmer.

The stand-up collar with a chin guard and a storm flap offers protection against wind and draughts. Zips in a contrasting colour emphasise the casual look; two side pockets and an inside pocket with a zip are above all practical.

With embroidered left chest Holm & Laue logo.

Embroidered on the back with either "passion for calves" or "passion for dairy".

Material: 100% polyester, 66g/m<sup>2</sup>, Aquapel™ by NANOTEX® and sustainable Dupont™ Sorona® padding, machine washable at 30°C (without softener), OEKO-TEX®

*Dairy* Fashion  
by Holm & Laue





All sizes only\*

€44

Ultralight  
gilet



**Ultralight gilet**  
€44\*



**No. 9010.4001**  
Size XS-3XL



**No. 9011.4001**  
Size S-3XL

## H&L ultralight gilet

Our ultralight gilet is warm, lightweight and water-repellent – and due to the body-hugging fit, it can also be worn underneath a jacket to serve as a body warmer. It has two almost completely concealed front pockets with zips, two inside pockets (without any kind of fastening) and a low stand-up collar.

It is incredibly lightweight and folds down to an extremely compact size that permits it to be stowed away in a bag in the same colour that comes with it.

Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy".

Material: Upper material and lining 100% polyamide, padding 90% down and 10% feathers, 70 g/m<sup>2</sup>, machine washable at 60°C

STANDARD 100 by OEKO-TEX®

# Blouse

All sizes only\*


# €43



## Blouse

€43\*

 **No. 9010.2000**  
Gingham Size 34–48

 **No. 9010.2001**  
Plain Size 34–48

## H&L blouse

Casual gingham or a more formal plain blue – with this Seidensticker blouse with an embroidered logo on the collar, you'll always make a good impression.

The high-quality cotton poplin fabric, a dart for a tailored fit, a Kent collar and press studs at the cuffs make this business blouse a must-have for a professional Holm & Laue brand ambassador look.

With an embroidered Holm & Laue logo on the left-hand side of the collar and (not shown) "passion for calves" on the left upper arm.

Material: 100% cotton poplin, 120g/m<sup>2</sup>, non-iron (although it can be ironed), machine washable at 30°C; Kent collar and press studs at the cuffs; with an embroidered Seidensticker logo on the left-hand side.

STANDARD 100 by OEKO-TEX®

  
seidensticker

*Dairy* Fashion  
by Holm & Laue



# Shirt

All sizes only\*

# €43



## Business shirt

€43\*



No. 9011.2000  
Checked Size 38–44



No. 9011.2001  
Plain Size 38–44

## H&L business shirt

The elegant design is typical for this immediately recognisable Seidensticker "Schwarze Rose" modern business look shirt. The cotton poplin fabric of this shirt and the casual cut meet the most discerning standards in terms of wear comfort and freedom to move. A breast pocket, a Kent collar and single adjustable cuffs perfectly complete the design.

Available with a pattern of fine checks and in plain blue. Sizes stated = collar size.

With an embroidered Holm & Laue logo on the left-hand side of the collar and the "passion for calves" slogan above the pocket on the left side.

Material: 100% cotton poplin, non-iron, machine washable at 40°C; Kent collar and single adjustable cuffs (two widths); with embroidered Seidensticker logo above the cuffs.

STANDARD 100 by OEKO-TEX®

  
seidensticker



# Quilted jacket

All sizes only\*

# €70



## Quilted jacket Country

€70\*



No. 9010.5000  
Size S-3XL



No. 9011.5000  
Size S-3XL

## H&L quilted jacket Country

Light, stylish classic quilted jacket for a wide range of uses. Attractive stand-up collar that fits snugly at the neck thanks to a press stud. Zip down the front and on the breast pocket (for women with a pocket on the left upper arm). Two practical trimmed side pockets with zip. Press studs at the cuffs.

With embroidered left chest Holm & Laue logo. Embroidered on the left upper arm with either "passion for calves" or "passion for dairy".

Material: 100% polyester, 230g/m<sup>2</sup>, machine washable at 40°C, hang up to dry, may be ironed.

STANDARD 100 by OEKO-TEX®

*Dairy* Fashion  
by Holm & Laue

# Bomber jacket

All sizes only\*

€73



## Bomber jacket

€73\*



No. 9011.5001  
Size S-3XL

## H&L bomber jacket

A jacket design with an iconic status. A light casual jacket with the traditional Catalina cut that ensures a perfect fit.

Soft, stretchy mesh lining on the inside and ribbed neckline, cuffs and hem. Zip from top to bottom, two side pockets, one pocket on the left sleeve, pen holder pockets and an inside pocket. All pockets with zip.

With a sophisticated embroidered left chest Holm & Laue logo.

Material: 100% polyester, 195g/m<sup>2</sup>, machine washable at 40°C, hang up to dry, may be ironed.

STANDARD 100 by OEKO-TEX®



# Hooded softshell jacket

All sizes only\*

## €49



### Hooded softshell jacket

€49\*



No. 9010.5001  
Size XS-3XL



No. 9011.5002  
Size S-2XL

## H&L hooded softshell jacket

Softshell is a wonderful material that makes it possible to manufacture light, warm and above all wind- and waterproof jackets that offer excellent protection yet still let moisture escape.

Our softshell jacket features a hood with drawstring, two side pockets and a napoleon pocket with zip on the right side. The jacket can be adjusted to your individual comfort requirements with a drawstring at the waist and adjustable cuffs with hook and loop tabs.

Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy".

Material: 94% polyester + 6% elastane, 340g/m<sup>2</sup>, 3 layers, breathable, waterproof up to a 8,000mm water column, machine washable at 40°C, may be ironed.

STANDARD 100 by OEKO-TEX®

*Dairy*Fashion  
by Holm & Laue



# Blouson

All sizes only\*

# €44



## Blouson

€44\*



No. 9010.5002  
Size XS-2XL



No. 9011.5003  
Size S-3XL

## H&L blouson

With its warm padding, this jacket is a versatile option for you for the colder time of the year. Pockets with zips, a stand-up collar with a concealed hood and the elasticated cuffs and hem made from high-quality cotton are typical for a blouson.

This medium-weight jacket is water- and wind-proof and offers optimum protection in bad weather.

Men's version features an inside pocket with hook and loop fastening.

With an embroidered Holm & Laue logo on the left chest and the back of the collar.

Material: 100% polyester, 195g/m<sup>2</sup>, high-quality SBS zips, machine washable at 40°C, hang up to dry, may be ironed.

STANDARD 100 by OEKO-TEX®



# Quilted jacket

All sizes only\*

# €73



## Quilted jacket Sport

€73\*



No. 9010.5004  
Size XS-3XL



No. 9011.5005  
Size S-4XL

## H&L quilted jacket Sport

This casual, thermal quilted jacket is your perfect companion for in between the seasons. State-of-the-art and eco-friendly insulating filling from Dupont™ Sorona® and a water-repellent outer layer made from Aquapel by Nanotex® make the jacket weatherproof.

The side, breast and inside pockets also have zips, as do the sleeves, whose cuffs can be fastened with press stud tabs.

With embroidered left chest Holm & Laue logo. Embroidered on the back with either "passion for calves" or "passion for dairy".

Material: 100% polyester, 125g/m<sup>2</sup>, Aquapel™ by NANOTEX® and sustainable Dupont™ Sorona® padding, machine washable at 30°C (without softener).

STANDARD 100 by OEKO-TEX®

*Dairy*Fashion  
by Holm & Laue





# Belt

All sizes only\*

# €42

## H&L belt with plate buckle

A striking accessory that makes a clear statement. For men and women.

All of the plate buckles on our real cowhide leather ("made in Germany") belts are cast one-off pieces. The heavy plate buckle is approx. 9cm wide, 6cm high and 4mm thick. It has a sturdy prong on the reverse that hooks into the holes of the leather belt, making it easy and fast to release or fasten.

A leather loop holds the end of the belt in place.

Material: Belt 100% cowhide leather, 80cm–130cm long and 4cm wide. Unisex

### Belt with plate buckle

€42\*



No. 9015.9003

Length: 80cm, 90cm,  
100cm, 110cm,  
120cm and 130cm



# Beanies

All sizes only\*

# €6.50



## Cuffed beanie

€6.50\*



No. 9015.9000  
One size fits all...

## H&L cuffed beanie

You could simply call it a woolly hat, but beanie sounds much cooler...

Our wonderfully warm and comfortable knitted woolly hat is double layered and has a cuff. This version looks a bit livelier than the plainer pull-on beanie.

With embroidered Holm & Laue logo.

Material: 100% soft touch acrylic wool, double layer knit

## H&L pull-on beanie

Our pull-on beanie is our even more casual, even cooler version of a knitted woolly hat... It is also double layered and therefore wonderfully warm and cosy.

With embroidered Holm & Laue logo.

Material: 100% soft touch acrylic wool, double layer knit

*Dairy* Fashion  
by Holm & Laue



## Baseball cap

All sizes only\*

€5

# NOT- SO- SMALL- PRINT:

Errors and omissions excepted. The products featured here are not always on stock or available.

Recommended retail prices summer 2022. We reserve the right to make changes.

Should the manufacturer make changes to their ranges with regard to the product features or the availability of specific sizes, we may supply comparable items of clothing.

**Holm & Laue** and **Dairy** are registered and protected Holm & Laue trademarks; **Dairy Fashion** is a Holm & Laue private label. We respect the fact that all other trademarks and brand names are the property of the owners of the respective rights.

*Pull-on beanie*



**Pull-on beanie**  
€6.50\*



No. 9015.9001  
One size fits all...



**Baseball cap**  
€5\*



No. 9015.9002  
One size fits all...

## H&L baseball cap

This is what a low profile six-panel baseball cap with a curved squared brim, a buckle fastener, six embroidered eyelets, a button and a sweatband looks like. Bam!

Our baseball cap features a sophisticated embroidered Holm & Laue logo on the front and an understated decorative "holm-laue.de" on the back.

Material: 100% heavy brushed cotton with brass buckle and eyelet.

[www.dairy.fashion](http://www.dairy.fashion)



Paul 🐮, 10 years old,  
wears a size 9-10

Ida 🧑‍🦰, 8 years old,  
wears a size 7-8

Hannes 🐱, 4 years  
old, wears a size 3-4

Anton 🍌, almost 2 years  
old, wears a size 1-2

# Kids hoodie

All sizes only\*

# €22



## Kids hoodie

€22\*



No. 9014.3001  
Size 1-2, 3-4, 5-6, 7-8  
and 9-10 = age of  
child

## H&L kids hoodie

The future generation of farmers loves these new hoodies as much as their mums appreciate the quality. The rough inside makes these sweat-shirts particularly cosy, and the kangaroo pocket offers room for the thousands of things you always have to carry with you on a farm.

For safety reasons, the hood comes without a drawstring. Features a left chest Holm & Laue print. Print on the back either "passion for calves" or "passion for dairy", plus the Holm & Laue logo.

Sustainable quality.

Material: **80% organic cotton** and **20% recycled polyester**,  
280g/m<sup>2</sup>, machine washable at 30°C

**Dairy** Fashion  
by Holm & Laue®

\*|Price for farming enterprises and other business customers in euros excluding VAT, plus delivery charges.