

Gössl – The Company

Premium and luxury since 1947

"Faithful to the old, yet open to the new" – this principle has shaped Gössl since 1947. What began as a small blouse-making atelier has grown, through craftsmanship, entrepreneurial drive and the courage to embrace the new, into one of the leading premium and luxury brands for traditional Austrian dress.

Gössl combines tradition with contemporary design and the highest quality. From the first idea through development and production to the sale in our own Gwandhäuser, much remains in one hand. This vertical business model allows short paths, high quality standards and a special closeness to our own Gwand.

Around 100 employees work every day with great dedication on development, production, service and sales. What unites them is a passion for exceptional Gwand and the ambition not merely to preserve tradition, but to develop it further.

The Gössl Gwand

The Gössl Gwand stands for authenticity, originality and an unmistakable style. The collections for women and men are complemented by selected accessories such as belts, shoes and hats.

Exceptional fabrics, artful design and masterful workmanship characterise every single piece. And it is about more than fashion: the Gössl Gwand unites cultural heritage with personal style, made to bring joy for generations.

In the way Gössl reaches its customers, too, the company combines the proven with the new. Alongside the Gwandhäuser, the online shop, social media and digital services are part of the modern world of Gössl.

A family business with a future

To this day, Gössl is a family business based in Salzburg, led in the third generation by MMag. Maximilian Gössl.

More than seven decades of Gössl are not only a story of preservation – above all, they are a mandate for the future. The company is to be preserved for the generations to come while continuously developing further.

For tradition does not live by being left unchanged. It lives by recognising its value and filling it with new life, again and again.

Gössl as a partner

Gössl keeps developing – and with the company, the network of its Gwandhäuser. For people who wish to realise the dream of a shop of their own, Gössl offers the possibility of a partnership.

Franchise partners benefit from an established premium and luxury brand, comprehensive services, high quality standards and personal support. A dedicated academy provides professional training, while a personal coach accompanies partners in their day-to-day business.

Independent, yet never alone: that is the idea behind the Gössl franchise model.

Would you like to become part of the world of Gössl?

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