

Gössl – The Company

The Premium and Luxury Tracht Brand Gössl

The guiding principle “true to tradition, yet open to innovation” has always shaped the leading Salzburg-based Tracht company Gössl. What began as a blouse tailoring workshop evolved through craftsmanship, dedication, and visionary innovation into today’s renowned premium and luxury brand.

Premium and Luxury for Over 75 Years

With more than 25 Gössl brand stores across Austria and Germany, as well as an extensive dealer network, Gössl is a major player in the market. Around 100 employees are dedicated daily to development, production, service, and retail. Gössl garments stand for the highest standards and authenticity and enjoy great popularity among Tracht enthusiasts.

Design and production include collections for women and men, complemented by accessories such as belts, shoes, and hats. A modern multi-channel approach offers customers diverse ways to discover and purchase products, including numerous stores, the Gössl online shop, social media channels, and the Gössl app.

The family-owned company, headquartered in Salzburg, is now led in its third generation by MMag. Maximilian Gössl. “Over 75 years of Gössl are both a confirmation and a responsibility to preserve and develop the company for future generations,” says Managing Director Maximilian Gössl.

The Distinctive Gössl Style – Passion and Love for the Exceptional

The brand stands for authenticity and originality. Tradition and innovation are equally important ingredients in preserving our cultural identity. Reliability, sustainability, and responsibility are deeply woven into Gössl garments. As true masterpieces, the collections hold a lasting place in the hearts and wardrobes of Tracht lovers.

The Dream of Your Own Store – A Career in the Gössl World

“We want to fully realize the potential of locations throughout the German-speaking region,” explains MMag. Maximilian Gössl. “Gössl offers a well-established premium and luxury brand with high standards, extensive services, its own academy for training, and personal coaching. Franchise partners operate independently but are never alone thanks to comprehensive support. For many, these are the ideal conditions to fulfill the dream of owning their own store.”

Interested franchisees can find more information online at:

<https://www.goessl.com/mein-goessl>

Press Contact:

Felix Gössl

felix.goessl@goessl.com | Tel. +43-(0)676-841 774444