

## **BLUE SEVEN COLLECTION** **Fall/Winter 2024/25**

### **BLUE SEVEN WOMEN/BLUE**

Are you ready for the golden autumn and the colder winter days? Get inspired by **BLUE SEVEN**'s new fall-winter collection, which this season features a versatile range of trendy knit sweaters, cardigans, and knit dresses in classic non-colors such as black, gray, beige and wool white, complemented by autumnal berries and burgundy tones.

#### **BLUE SEVEN WOMEN**

##### **\* *Beauty of Simplicity***

The beauty of simplicity is defined by a clear color scheme in black and warm beige - accented with an emerald green. Here, everything revolves around an expressive all-over print that was also implemented in the knitwear as a jacquard. As a further dominate in the knitwear area a variety of structured sweaters in soft cotton blends. MUST HAVE this winter is a maxi skirt with a high front slit and the maxi knit dress.

##### **\* *On Fire***

On Fire is a feminine black and white theme with graphic allover prints as eye-catchers. Silver gray and a warm orange tone lighten up the overall look. Black and white prints on flowing viscose qualities as shirt dresses or blouses can be very well combined with all knitwear. In addition, there are trendy multicolored sweaters which are a nice eye-catcher this season.

##### **\* *Midnight***

Winterly it goes on in the theme Midnight. Different shades of blue in combination with a warm beige and wool white result in a harmonious coexistence. This sporty theme is richly peppered, and the knitted sweaters with special structures are available either in a trendy bat look or casual with overcut shoulders. A sleeveless cardigan is considered the novelty of the winter. It can be perfectly combined with blouses and dresses.

##### **\* *Baton Rouge***

Baton Rouge is a classic black and white theme that can be combined with a warm berry tone as a color accent fashionable, and skillfully. Also here dominate soft, cozy sweaters and knitted dresses, the whole thing is loosened up with a graphic Allover. Beautifully printed T-shirts in flowing viscose round off the collection.

# BLUE SEVEN

## **BLUE SEVEN BLUE**

### **\*Moonlife**

Dark blue, beige, and a warm berry hue take center stage. Sporty stripes and structured sweaters in cotton blends are completed with casual sweatshirts, a pair of jeans, and a cutting-edge denim skirt with a slit.

### **\* Nature**

A walk in nature relaxes and invigorates the senses. A lilac shade, balsam green, and black dominate this theme. The highlight is a group of soft chenille sweaters in a striking 3D look. We offer our well-known warm cuddly qualities again in new allover prints and this year also as a dress. A subtle, graphic allover print on dress and blouse, plus sporty, but also new sweatshirt types round out the theme.

### **\* Dark&Bold**

Urban, modern continues in Dark & Bold. Warm, dark red tones in combination with chatter and sand create a beautiful coexistence. A versatile range of casual, cool structured sweaters together with a striking all-over print on woven and fleece make a successful mix. The current multicolor sweaters may also not be missing here especially because they are versatile and combinable.

### **\* Book of Romance**

Book of Romance plays with delicate shades of pink and grey, accented with black and khaki. The protagonists are winter knit sweaters and the "classic houndstooth". In combination with a casual sweatshirt, a fashionable look is conjured. "NO ONE LIKE YOU" pants with small graphic prints serve as perfect combination partners. A white blouse with romantic knitted elements serves as a nice contrast.

### **\* Special**

The collection is rounded off by a small range of rustic, coarse textured sweaters.

### **\* Essentials BLUE&WOMAN**

Still indispensable are our basic knit sweaters made of soft viscose polyamide blend. We offer them in different colors for Blue & Woman. The turtleneck sweater in rib structure serves as an it piece. Besides the classic viscose in fine knit, there are two styles in a cashmere-like viscose polyester blend.

A highlight of the BLUE & WOMAN women's collection is a range of lightweight outdoor jackets and vests. Spacious puffer jackets with new quilting styles such as diamond or wave quilting take center stage. Both long and short - especially the quilted vest is ideal for the uncomfortable season.

## **BLUE SEVEN MEN**

With a variety of new modern prints, scaled-back designs, and expanded offerings of shirts and knitwear, the collection offers a wide choice for every taste. The jacket range has also been expanded and now includes softshell jackets in two variants: sporty and classic. The new collection is characterized by its high-quality materials, including heavy as well as light qualities, to offer customers comfort and variations. Different cuts ensure that every man can find his style - be it casual, stylish, or classic.

New sweatshirt qualities have also been developed to meet the needs of customers. These sweatshirts not only offer high wearing comfort but are also a visual highlight and can be combined in a variety of ways. Special attention was paid to the color palette. Both modern and classic colors dominate the collection. No drab colors, but lively tones bring fresh accents even in winter. The collection was deliberately designed for men of all ages. Whether young or old, the garments offer every customer the opportunity to find the right styles.

# BLUE SEVEN

**BLUE SEVEN** is a Heinrich Obermeyer GmbH & Co. KG brand, a long-established company with headquarters in Oberstaufen, Germany. The textile specialist has been synonymous with quality, product diversity, sophisticated design and creativity for over 90 years and is one of the world's largest suppliers operating in the European clothing industry.

Every year, the brand launches a number of new collections for Women, Men, the young women's range "Blue", Teens, Small Kids, Mini Kids and Newborn. The company produces over 7 million pieces every year, distributed in over 40 countries.

The newly designed showrooms can be found in the ordering hubs in Eschborn, Hamburg, Munich, Neuss, Oberstaufen, Schkeuditz and Sindelfingen.

## **Marketing/PR**

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