

The BLUE SEVEN Collection Spring/Summer 2024

BLUE SEVEN WOMEN

The warm season is upon us. Who doesn't long for the first rays of sunshine and the lightness of summer? We're in the mood for fresh and cheerful colours in our wardrobe again. **BLUE SEVEN** is pleased to present the new summer collection. This year's colour palette ranges from earthy tones to expressive colours; summery feminine prints dominate on T-shirts, blouses and dresses. Let **BLUE SEVEN** inspire you!

BLUE SEVEN WOMEN

*** INTO THE BLUE**

The navy theme "Into the Blue" presents classics and current fashion trends in perfect harmony. The colour combination of navy blue, strong pink and dove blue as an accent makes it look "new". Batik and washed-out effects as well as lovely little details make you want more. Striped T-shirts and jersey dresses are characteristic for this series.

*** SUMMER DARKS**

"Summer Darks" captivates with elegant restraint and a muted colour scheme: Khaki, beige and black. A fresh lime green serves as an eye-catcher; this colour looks particularly good on linen and viscose T-shirts. Flowing, feminine viscose dresses and wide palazzo trousers are still very much in vogue.

*** BACK TO EARTH**

"Back to Earth" is inspired by nature. Black, sand and red are the main colours, animal fur prints like a zebra and a leopard all-over are the focus of this theme. They look very nice on airy viscose dresses and blouses. Matching summer T-shirts are available in a high-quality viscose. Printed loose trousers are also a must.

*** GREEN PARADISE**

A big step into the "Green Paradise": The focal point is a graphic watercolour print in green and white. Paired with a feminine summer dress and light, flowing trousers, it's a real eye-catcher. There are also beautiful printed T-shirts in soft viscose/cotton qualities and jersey dresses in a dip-dye look. For the cool evenings, the knitted jumper with ribbon yarn is the perfect choice.

*** SERENITY**

The "Serenity" theme happily continues. This line in tonal blue tones combines trendy tie-dye effects with seersucker quality on woven and ribbed structures in the jersey area – in keeping with the capsule wardrobe. Light and airy summer dresses alternate with embellished T-shirts and blouses. Nothing stands in the way of a great summer!

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*** OH HAPPY DAY**

Summery printed T-shirts with different designs round off the collection. All five themes can be combined in many ways and whet the appetite for adventure in summer 2024.

*** ESSENTIALS**

Basic T-shirts and tank tops are indispensable. New additions are a jersey skirt and a jersey dress with two-tone stripes. In addition, there is a small range of fine knitwear as well as dresses and trousers in Lyocell.

BLUE SEVEN BLUE

*** AZZURO**

"Azzuro" shines in a strong sky blue in combination with white and dark blue. A batik print and an all-over reminiscent of Delft porcelain take centre stage. Beautiful summery dresses and blouses as well as new jersey qualities offer a variety of combination possibilities – ready for summer.

*** SUMMER BLOOMS**

"Summer Blooms" is a tribute to spring. Magenta, light pink and denim blue are every woman's favourite colours. Striking in this group are casual, sporty dresses in striped cotton qualities. Jeans and shorts are must-haves for first beer garden days with the fun printed T-shirts.

*** GLORY DAY**

"Glory Day" is an eye-catcher in every respect. The trend colour of the summer is a fresh apricot, accompanied by a beautiful olive shade that has a calming effect. Flowing summer dresses and blouses in two different wave prints are the focus of the group. Combine it with fun T-shirts and a sporty cargo skirt, and you're ready to go...

*** MARINA**

"Marina" is a sporty theme in dark blue/white, accented with sunny yellow. Colours and styles make you want to take long walks by the sea. The focus is on summery dresses, blouses in seersucker and eyelet embroidery. Expressive T-shirts, striped jumpers and crochet looks complete the range.

*** ROMANCE**

The "Romance" theme is clearly more playful, with restrained colours: Khaki, black and rosé. Flouncy dresses, ruffled blouses in a "bohemian look" and a black and white batik print take centre stage. Discreetly decorated T-shirts in cotton and soft viscose qualities round off the range.

*** ESSENTIALS**

Basic T-shirts and tank tops are indispensable. The range was extended by a small selection in a cold-dyed viscose quality, consisting of dresses and airy trousers.

Last but not least, there is also a special range consisting of cheerfully colourful T-shirts.

BLUE SEVEN

BLUE SEVEN MEN

The new **BLUE SEVEN** men's collection attracts attention with its fashionable trend-setting styles that are commercially implemented. The themes offer a wide choice and can be flawlessly combined with each other. This season, the collection consists of four colour themes. The lines are individually and style-dependently divided into "modern fit" or "regular fit".

In addition to the four colour themes, Essentials are also offered, with a large selection of T-shirts and polo shirts in many bold colours. A "Special" range offers T-shirt and top sets with multi-colour prints. A selection of beach Bermudas rounds off the summer collection.

*** KHAKI**

The new, light colours in combination with young, summery prints underline the modernity. A variety of casual models in different qualities, with appealing appearances and small details ensure a wide choice.

*** AQUA**

Casual styles, whose special look is created by washes, melanges and all-over prints, underline your individuality with artistic front and back prints. The fresh and at the same time harmonious colour palette fits perfectly.

*** RED**

"Red" offers a wide range of models in different qualities such as slub yarn, linen or polyester blends. Prints in different print techniques and striped variations make the styles unmistakable. Great importance is attached to detailed workmanship.

*** BLUE**

Stripe and striped variations in shades of blue dominate and provide visual variety. Small details and colourful accents give the styles that certain something extra. A wide range of printing techniques, some of them mixed, additionally ensures a large selection of models.

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, Kids, Mini Kids and New Born. 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.

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