

## The BLUE SEVEN Kid's Collection Spring/Summer 2024

### BLUE SEVEN KIDS

With the new 2024 spring/summer collection, **BLUE SEVEN** shows a varied selection of children's fashion from earliest childhood to young adulthood. The assortment not only impresses with beautiful designs, but the high quality standards are also reflected in our products: Compliance with social standards and the use of environmentally friendly materials are very important to us. In addition to the many different casual looks for everyday life, **BLUE SEVEN** also offers festive fashion for special occasions. Also new in our range is colourful swimwear for boys and girls and a selection of gender-neutral clothing that simply every child can wear. Discover our baby, kids and teen fashion and the colourful looks of summer!

### BLUE SEVEN NEWBORN

#### NEWBORN GIRLS

##### **\* BEAUTIFUL FLOWERS**

This playful theme is a real girl's dream in rosé and white. The sweet mix of delicate millefleur and subtle polka dot all-over takes centre stage. Details, including little frills, ruffles and small patch ribbons, set off the girlish flair of this theme.

##### **\* MAGICAL ANIMALS**

This series is all about the modern and colourful all-over, featuring cute unicorns, little bunnies, elephants and giraffes. An absolute favourite is the summery set of short dungarees, bodysuit and hair band with bow. High wearing comfort is guaranteed by the two-by-one rib in cotton/elastane quality.

#### NEWBORN BOYS

##### **\* SEALIFE**

The maritime series in the classic colour scheme of light blue in combination with white and sand makes you want to spend carefree days by the sea. A subtle all-over print with little fishes meets a fine, yarn-dyed striping in sand and white. The styles have soft cotton/elastane fabric to offer alongside the cute prints that run through all of the models.

##### **\* SAFARI**

The casual "safari" theme captivates with fashionable colourfulness and bold prints in glacier and off-white with anthracite accents. Giraffe, leopard, kangaroo and rhinoceros go on a great voyage of discovery. Models with patch cargo pockets are fashionable and very popular.

# BLUE SEVEN

## NEWBORN UNISEX

### **\* HUGS & FUN**

The focus of this gender-neutral series is on cheerfully cheeky sayings. The colour range is rather subdued with light grey and white. The all-over print with large dots and the models made from slub jersey provide the extra coolness factor.

### **\* KEEP SMILING**

This unisex theme in off-white and beige-melange is particularly lovely. The protagonist is the cute little bear, who cavorts on the models in the form of an all-over and as a motif for mobile single jersey appliqués.

### **\* FARMHOUSE**

This unisex theme in Frosty Green, Off-white and Mud is all about the farm. The focus is on a subtle all-over print around idyllic country life. Eye-catchers are the attached wooden buttons and the imitation leather badge that adorns these cute models.

## BLUE SEVEN MINI KIDS

### MINI GIRLS

#### **\* WILD ANIMALS**

The wild animals are loose! Leopard, zebra & co. romp through this summery series. A colourful all-over print combined with pink and glacier green and casual styles make this small collection something very special. The cute leopard print awakens the sweet big cat in every girl.

#### **\* APPLE**

A modern theme in soft rosé and warm cream. The drawn apple and the all-over dots are a strong team and can be combined perfectly. Cute woven labels and small wooden-look buttons complement the simple styles.

#### **\* RAINBOW**

As colourful as a rainbow – the girlish range is simply joyful! A colourful, bold rainbow all-over forms the centre of the theme. Cute unicorn motifs with "mobile" SJ appliqué and delicate, airy dresses with rainbow mesh make girls' hearts beat faster. Rounding off the delightful theme is a seersucker dress with pastel stripes.

#### **\* ROMANTIC GIRL**

A playful all-over of small flowers, attached tulle bows as well as gold foil underline the timeless romantic character of this theme. Classic navy blue in combination with ice blue and white takes centre stage. Pretty ruffles made of eyelet embroidery decorate the girly tops and make them unmistakably unique pieces.

#### **\* ESSENTIALS**

The ranges are complemented by a large selection of summery, semi-festive woven dresses and trousers, which always find great favour. The qualities range from light chambray to eyelet embroidery, mesh and seersucker. The dresses are completed by matching cardigans.

# BLUE SEVEN

## **MINI BOYS**

### **\* TRACTOR**

Great fun is promised by the bright colours in this series, such as strong red, bright yellow and fresh green. Great farm motifs with funny animals and – very important – a big tractor take centre stage here. Details like foam prints, appliqués and embroidery complement the colourful styles.

### **\* DINOS**

With our ever-popular dinosaur theme, little adventurers can look forward to a reunion with the cheeky dinosaurs. The colours Copper Brown, Aqua and Off-white set the tone. A fashionable, scribbled all-over print and mobile serrated appliqués round off the theme. Every little boy is guaranteed to have his own favourite piece.

### **\* CROCODILE**

The cute crocodile is on a tour of discovery and can be found on all styles. The great fresh colourfulness in aqua and green tones is made even more exciting by the strong orange accents. Amusing details such as mobile appliqués, prongs and teeth as an appliqué or foam print delight young and old alike.

### **\* LION**

This fashionable range in classic colours like mid blue, dark blue and off-white is just the thing for little safari adventurers. Fresh yellow provides a colour contrast. The lion invites you to a "jungle boogie". The mobile appliqués such as the lion's shaggy mane with fringes are sophisticated eye-catchers.

### **\* FESTIVE**

Classic subtle colours combined with airy and comfortable materials such as cotton, seersucker and stretch piqué make the little ones look chic for festive occasions without constricting them. The striped and plain shirts look cool and casual, perfectly combined with the airy, soft trousers and Bermudas; the cute label in leather look turns the simple styles into real eye-catchers.

### **\* VEHICLES**

Vroom! Vroom! The construction vehicles for the little ones are back! A fresh shade of blue combined with yellow and lagoon green gives the series a summery touch. Playful details like appliqués and foam prints make these styles absolute must-haves that no wardrobe should be without. The small collection is rounded off with a cool all-over print with an excavator and truck.

## **MINI KIDS UNISEX**

### **\* LITTLE BEAR**

This small collection comes with off-white and camel in a calm colour range. The striped print gives the styles a casual look. The little orange bear is a cheerful splash of colour and will make girls and boys wide-eyed.

## BLUE SEVEN SMALL KIDS

### SMALL KIDS GIRLS

#### **\* HOLIDAY**

Bright colours awaken the desire for summer. Cheerful, fancy prints with glittering, partly raised details and loosely cut styles inspire in this colourful series and can be combined with pretty summer looks. Iridescent sequins are also not to be missed.

#### **\* UNICORN**

Unicorns are still an absolute must-have for summer. They put you in a good mood and can be found on summery fresh colours all-over as well as in the motif area. Unusual, romantic styles adorned with glitter can be combined for school and leisure.

#### **\* RAINBOW**

The rainbow ensures a good mood and soft pastel colours on the playful girls' styles. Inserted sequins, foil and glitter prints shimmer for all they're worth. Special highlights are definitely the rainbow gradient all-over on jersey and soft tulle as well as the pastel stripe in airy seersucker as dress and shorts.

#### **\* HORSES**

Beautiful, playful horse motifs combined with fresh colours show this year's series in a new style. Glitter, appliqués, shiny foil and embroidery can be found in the motif area, plus a stylised horse all-over that is pleasantly softly printed. The result is a romantic collection for horse lovers.

#### **\* HEARTS**

"Hearts" is a semi-festive theme that captivates with applied sequins, iridescent foil and glitter. The use of fine tulle makes the fabulous styles stand out. Beautiful flounces at the hem or striking decorative buttons lavishly decorate the pieces. The two-layer tulle skirt with printed foil hearts makes for a festive outfit.

#### **\* FLOWERS**

The maritime colour scheme in off-white and navy with an intense shade of red, the casual stripes, the delicate millefleur all-over print and the romantic eyelet embroidery make this theme something very special. It's not only the little girls that are thrilled by the sequins and glitter prints here either.

#### **\* DRESSES**

There are beautiful dresses to discover, some festively chic, others summery light. The large selection of materials, shapes and colours is impressive and is an essential part of summer. The dresses have great looks, for example, with attached satin ribbons at the waist, eyelet embroidery or pretty wood-effect buttons. A light denim jacket in pink is ideal for a summer look and also a versatile standard with skirts and Capris.

#### **\* TROUSERS, SHORTS & DENIMS**

It's child's play to combine our shorts and trousers with all series. Different qualities such as delicate chambray, seersucker or light denim guarantee a good fit.

# BLUE SEVEN

## **\* SWIMWEAR**

Holiday atmosphere galore! Our new swimwear collection in bright colours and patterns, consisting of bikinis and swimming costumes in various styles as well as UV shirts, ensures the right look for your upcoming beach holiday. The models are offered in the sizes 92/98 - 128/134.

## **\* ESSENTIALS**

As always, our basics also make a strong appearance. The great all-over prints and uncomplicated styles, jazzed up with nice details like glitter print, ajour pattern or glitter buttons, keep things lively. The possible combinations with the other themes are endless.

## **\* NIGHTWEAR**

Sweet dreams are promised by the colourful and varied selection of girls' nightwear. Playful patterns and fairytale prints can be found on the sets and nightdresses, which are offered in the sizes 92/98 - 128/134.

## **SMALL KIDS BOYS**

### **\* GAME DAY**

Whether as a raised high-density print, full-surface foil or in a neon colour gradient – gaming controllers are at the forefront of this colourful series. High-contrast shirts and hoodies are expertly combined with cool bottoms like denim shorts in a grey wash.

### **\* CRAB**

The fun "Crab" series features colourful summer colours such as orange, light blue and white. Even the classic dark blue was cleverly used. Fashionable striped looks on different qualities underline the maritime character. The prints are colourful and varied – the funny crab invites you to a summer party!

### **\* DINO**

The dinos inspire this time with colourful all-over print and fresh green shade. Bold prints are accentuated even more by the bright colours. "Glow in the Dark" and reversible sequins are of course also a must. Fun details like spikes, foam print and a small zipper pocket as a dinosaur's mouth are the highlights.

### **\* SCOOTER**

The "Scooter" series brings versatile styles in trendy colours and casual prints. From sporty combined outfits to a fancy "Glow in the Dark" shirt and fashionable T-shirts – together you get cheerful outfits for sports and leisure.

### **\* JUNGLE FRIENDS**

The fun jungle friends cavort on bold prints and a colourful all-over print. In addition to fun wordings and foam prints, an integrated zip pocket in the kangaroo belly and croc prongs on the trouser pockets are fun elements that give the individual styles a playful character.

### **\* FESTIVE**

The festive series captivates with its restrained colourfulness and its different materials. In addition to light and airy seersucker and pleasant Oxford cotton, there is an elegant piqué and a classic fine twill. The styles range from formal to casual and can be worn for a variety of occasions.

### **\* VEHICLES**

# BLUE SEVEN

The construction vehicles theme comes in a colour range of blue tones combined with white. The prints are colourful and bold; foam print, metallic foil, embroidery and a mobile appliqué make the shirts real eye-catchers and make boys' hearts beat faster.

## **\* SOCCER**

This sporty theme comes in bright light green, which gives the series a dynamic look in combination with black and white. A set in the football shirt look conquers every footballer's heart. Highlights like a glow-in-the-dark print and a flock print give the series that certain something.

## **\* DENIMS**

The well-fitting shorts and trousers in cosy elastic quality are easy to combine. Different styles can be combined independently with all series.

## **\* SWIMWEAR**

Whether in the open-air pool or on the beach – with the new swimwear collections in bright colours and patterns, various models of swim shorts as well as UV shirts, the coming bathing season is sure to be a hit! You can find the pieces in our collection in sizes 92/98 - 128/134.

## **\* ESSENTIALS**

The Basic collection comes in ultramarine with greyish orange and white. Bright lagoon green gives the series a fresh look. Besides single-colour styles, there are cool all-over prints with dinos, crocodiles and sharks. All basics are perfect for combining with other series of this season.

## **\* NIGHTWEAR**

Thanks to the colourful selection of nightwear for boys, everyone is sure to find their favourite pyjamas here. Clear colours, patterns and cool prints delight in sets consisting of tops and shorts offered in the sizes 92/98 - 128/134.

## **SMALL KIDS UNISEX**

### **\* SUNSHINE**

This summery series is a must-have for all girls and boys. Lemon yellow, turquoise green and white provide a colourful theme. Stripes, reduced prints and a sweat jacket in a mix of materials are the key expressions of this small gender-neutral collection.

## **BLUE SEVEN TEENS**

This season, the **TEEN GIRLS** collection from **BLUE SEVEN** surprises with casual, cool styles. Whether at school or meeting friends, all girls will be able to find matching outfits that guarantee a fashionably perfect appearance.

### **TEEN GIRLS**

#### **\* SKYLINE**

As the name suggests, the series is predominantly blue – from light blue to navy with taupe contrasts. Trendy batik prints and stripes were placed on T-shirts and jersey dresses. The ribbed bra tops are particularly stylish.

#### **\* STREETLIFE**

# BLUE SEVEN

This is our colourful theme! Pink and purple are the main colours and are skilfully mixed with white and black. Very eye-catching graffiti prints are placed on the front or back of shirts or sweats. The fashionable single-colour styles like parachute trousers or shorts can be perfectly combined with them, completing the look.

## **\* LONG BEACH**

Tonal coral red in harmonious combination with khaki, in between white skilfully brightens up the group – a theme you can wear not only on the beach. The striped blouse in combination with the cargo pants is suitable for the city and with the shorts and bra top ideal for summer, sun and sea.

## **\* NAUTICAL**

Navy, white and regatta blue are of course the colours of the nautical theme. A summery all-over print, spaghetti strap tops and dresses are not to be missed here; for chilly evenings at the railing, there are crochet jumpers or sweatshirts.

## **\* SUNSHINE**

The summery colours yellow, orange and light pink put you in a good mood. Beach dresses, tops and short shirts complete the look. Combine new graphic all-over prints in pink and white with a pair of light, casual jeans.

## **\* SUMMER SPECIAL**

These five great series are rounded off with a summer special theme. Two pieces in lyocell, printed viscose dresses, jumpsuits and an airy cotton dress make for a great selection.

## **\* SUMMER ESSENTIALS**

And of course, the essentials: Single-colour shirts and tops, shirt dresses in various shapes and designs and leggings in all lengths are must-haves as in every year.

## **TEEN BOYS**

**TEEN BOYS** can choose their favourite style this summer from five different themes. The collection presents itself as expressive and trendy. A diverse range of shapes and styles, realised for the mainstream, offers a wide spectrum of appealing models.

## **\* SURFER**

Summery prints and two different all-over prints can be found on casual oversized T-shirts in bold colours. Interesting looks are created by various printing techniques, ranging from pigment to high-density printing to dip-dye.

## **\* DIGITIZED**

In keeping with the theme, the models feature prints that emphasise modernity. A wide range of different prints and print positions also offer a wide choice. Back prints and an all-over print make these styles unique and distinctive.

## **\* STREETART**

Urban motifs mixed with graffiti-style elements in bold prints freshen up the styles in clean colours, creating a colourful theme. A denim jacket rounds off the casual street theme.

## **\* MOOD**

# BLUE SEVEN

Thanks to a wide variety of shapes, the styles are both appealing and diverse. The prints are restrained, because the series captivates with its colourful nature, which is both modern and harmonious at the same time. Trendy pieces in batik are also a must in this theme.

## **\* *PLAYER***

The theme offers a wide range of styles with motifs from the world of gamers, implemented with different types of printing from soft pigment to spray print to relief print. The fresh colours are harmoniously coordinated. The highlight is a T-shirt with a floral all-over print.

## **\* *SPECIAL & BEACH BERMUDA***

Three special T-shirt packs with multicoloured prints and a selection of beach Bermudas perfectly round off the collection.

# 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 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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