

BLUE SEVEN

BLUE SEVEN Collections Autumn/Winter 2025/26

BLUE SEVEN

The **BLUE SEVEN** Autumn/Winter 2025/26 collection for women and men combines modern elegance with comfort and functionality. For women, the collection features a wide range of knitwear, from classic natural tones to bold accents in red and animal prints, showcased across versatile dresses, sweaters, and coats. The men's collection focuses on innovative materials and cuts, including cargo pants, sweatshirts, and stylish blousons, designed in autumnal colors and modern textures. Chic details like metallic threads, sequins, and statement prints enhance the women's collection, while men are outfitted with versatile denim looks, jersey shirts, and functional outdoor jackets. Together, the collection offers stylish, everyday looks for both genders, blending comfort with fashionable versatility for the cold season.

BLUE SEVEN WOMEN

WOMEN

***CLOUDBURST**

The color palette includes tones like Off White, Light Green, and Black. The collection focuses on structured knitwear, geometric designs, and modern textures like ribbing and "crashed" effects. It offers a balanced combination of classic black shades and muted colors like Light Green.

***AMAZING**

The 'Amazing' series features a color palette of Off White, Beige, Cyclam (a vibrant pink), and Navy Blazer (dark blue). This collection emphasizes comfortable, sporty, and structured tops with modern design elements like metallic yarns, appliqués, and patterned fabrics. Key pieces include various knit sweaters, a long knit coat with a lapel collar, and a stylish batwing knit dress.

***GLOWING RED**

'Glowing Red' focuses on warm knitwear made from a blend of viscose, polyester, polyamide, and mohair. The collection emphasizes texture and structure in a warm, elegant color palette of Black, Gray, and a rich Amethyst tone.

***GOLDEN HOUR**

'Golden Hour' is a subtle, elegant theme in a calm palette dominated by natural, muted tones like Off White, Beige, Champagne, Rose, and deep chocolate brown. The collection blends soft materials with textured fabrics, balancing functionality and coziness. The cuts are clean, comfortable, and slightly oversized, hinting at relaxed elegance. Materials like cotton, polyester, viscose, and wool provide a luxurious feel, while foil prints and sequins add unique highlights to select T-shirts, and a leopard print brings visual interest to the collection.

BLUE SEVEN

BLUE SEVEN BLUE

****URBAN VIBES***

The 'Urban Vibes' series is defined by a modern, urban look in Beige, Pistachio Green, and White. Its focal point is an all-over camouflage print. The highlight is a pantsuit consisting of wide-legged pants and a vest, paired with a white blouse for a chic monochromatic look. Playful blouses in various textures are essential this winter, alongside lightweight, loose-fitting viscose knit pullovers that are perfect for the transition to cooler weather.

****LEO ROCKS***

'Leo Rocks', quite literally! Leopard lovers will be thrilled this winter as the leopard pattern makes a comeback across dresses, sweaters, blouses, and skirts. Versatile and easy to style, it works elegantly or casually with jeans. A standout piece is a short-sleeved cardigan with gold buttons, paired with expressive red, wool white, and black accents.

****SKYFALL***

The 'Skyfall' series is a classic Black and White theme with sky blue and silver-gray accents. At its center is a two-tone graphic all-over print. Cozy, soft sweaters, sporty jersey pants, and a midi dress complement this theme, with a basic pair of jeans as a must-have.

****DARK GLAM***

This winter, the romantic shade of red is a wardrobe essential. Combined with calm tones like Beige, Khaki, and Black, this theme creates dramatic accents. A graphic color print takes center stage, featured on a viscose dress, a sporty blouse, and plush fabrics. Cozy sweaters in soft chenille and a viscose blend complete the theme, which pairs beautifully with jeans or a jersey skirt in burgundy.

****SPECIAL***

This collection features rustic, coarse-textured sweaters in autumnal colors.

****ESSENTIALS***

Our essential basic knit sweaters in a soft viscose-polyamide blend are indispensable. Available in various colors for **BLUE** and **WOMEN**, the highlight includes three rib-knit sweaters. Alongside classic fine-knit viscose pieces, there are also basic T-shirts, both plain and printed. A short fabric jacket is a must-have this season, and a black plaid fabric coat makes a statement at every gathering.

BLUE SEVEN

BLUE SEVEN MEN

****Current Cuts and Versatile Designs for the Cold Season***

The Autumn/Winter 2025/26 collection features modern cuts and a wide range of innovative materials, perfectly suited for the cold season. Sweatwear and knits with polo collars make stylish statements, while various forms and textures combine elegance and comfort at the highest level. Shirts made from jersey, Oxford, and flannel with different collar styles provide versatile looks adaptable to any situation. Additionally, sporty windbreakers and modern blousons offer optimal protection while emphasizing a contemporary, dynamic style. Cargo pants and denim in various cuts complete the collection, offering numerous ways to personalize your look. This collection combines stylish elegance with practical functionality – the perfect companion for the Autumn/ Winter Season.

BLUE SEVEN

BLUE SEVEN is a brand of Heinrich Obermeyer GmbH & Co. KG, a traditional company based in Oberstaufen. For over 90 years, this textile specialist has been synonymous with quality, product diversity, sophisticated design, and creativity, making it one of the major, globally active players in the European apparel industry. The brand releases several new collections annually for Women, Men, the young women's line "Blue", Teens, Kids, Mini Kids, and New Born. Each year, more than 7 million pieces are produced and distributed in over 40 countries.

The newly redesigned showrooms are located in the order centers of Eschborn, Hamburg, Munich, Neuss, Oberstaufen, Schkeuditz, and Sindelfingen.

Marketing/PR

Communications Department **BLUE SEVEN**

marketing@blueseven.com

www.blueseven.com