

BLUE SEVEN

BLUE SEVEN Kids Collections Autumn/Winter 2025/26

BLUE SEVEN KIDS

The **BLUE SEVEN** Autumn/Winter 2025/26 collections present a wide range of stylish, comfortable designs that are perfect for cold days. Soft materials and a balanced color palette of soft, natural tones and vibrant accents create a cozy, inviting atmosphere. Each collection brings an individual charm through lovingly crafted details such as appliqués, textured fabrics and creative prints that are both playful and modern. The themes range from country-inspired motifs and imaginative animal worlds to timeless basics that can be combined in a variety of ways. **BLUE SEVEN** thus offers harmonious looks that combine style, functionality and comfort in the cold season.

BLUE SEVEN NEWBORN

****SWEET BUNNY***

The 'Sweet Bunny' theme features a lovingly designed selection of cozy, stylish outfits for baby girls. Fabrics like brushed interlock and Nicky feel soft and comfortable on delicate skin. The styles come in warm, soft tones like off-white, stone, and mauve. Playful details such as delicate bunny prints and cute embroideries give the collection a sweet, childlike charm. Functional cuts make this perfect for the first months of life.

****FLOWERS***

The 'Flowers' theme for girls captivates with delicate floral patterns and soft colors like off-white, rose, and aqua. Soft materials provide warmth and optimal comfort. Lovingly crafted details, including ruffles, bows, and matching accessories like headbands, complete this adorable design.

****FOX***

Inspired by fox motifs, this boys' theme features warm brown tones like nut and gray melange for a cozy, autumnal feel. Fabrics like interlock and ribbed Nicky offer maximum comfort. Special details, such as movable fox ears and patch pockets, add playful charm. The all-over fox print is perfect for little adventurers during cooler seasons.

****GO WILD***

The 'Go Wild' series takes little boys on a colorful adventure through the animal kingdom. Fun all-over prints featuring wild animals like lions, giraffes, and elephants adorn comfortable rompers, overalls, and sets. The theme combines soft colors like off-white, light blue, and khaki. Playful details such as padded appliqués and yarn-dyed stripes make this collection a real eye-catcher for young adventurers.

****VEGETABLES***

The gender-neutral 'Vegetables' theme brings fresh energy to your baby's wardrobe. Playful vegetable prints, featuring carrots, broccoli, and more, give these outfits a whimsical look that invites smiles. Soft materials like brushed waffle piqué and ribbed 2x2 fabrics provide cozy comfort and freedom of movement. Soft colors like off-white and glacier green emphasize the natural theme of this collection.

****FARMLAND***

This unisex theme brings rustic charm to baby wardrobes. Natural tones like off-white and camel, paired with adorable farm-themed prints, make the collection especially cute. Cozy materials like brushed interlock and Nicky ensure warmth and comfort on chilly days. Lovingly crafted details like plush sheep appliqués add a playful touch to these designs. With practical and comfortable cuts, this collection is perfect for a natural, cozy environment during a baby's early months.

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***BASICS**

The 'Basics' collection for newborns (sizes 56-74) combines simple design with cozy comfort. Warm natural tones like camel, nut, and pebble define the collection. Soft materials like coral fleece and sherpa fleece provide warmth, while yarn-dyed striped knits offer a comfortable fit. Lovingly detailed elements, such as small bear ears on hoods and practical, thoughtful cuts, make these pieces perfect for colder days. Whether in an overall or a hooded jacket, these timeless styles are ideal companions for a baby's first adventures.

BLUE SEVEN MINI KIDS

MINI GIRLS

***UNICORN**

The 'Unicorn' theme brings magical fairytale charm to the Mini Kids wardrobe. Delicate unicorns, playful appliqués, and lovely embroideries make this collection a dream for unicorn fans. The color palette includes soft pastels like rose, apple green, and off-white, creating a calming yet playful atmosphere.

Particularly charming are the imaginative details, such as mobile appliqués with cute ears, padded unicorn designs, and adorable pockets that invite little discoveries. The garments, made from soft fleece, rib knit, and cotton, ensure cozy comfort and are perfect for cold days.

A highlight of the collection is the sequin appliqué, resembling a small shoulder bag, which completes the look. It's ideal for little dreamers who love the magic of unicorns!

***FOREST**

This collection, featuring woodland creatures like squirrels, foxes, and acorns, reflects the playful beauty of nature. The color palette includes soft tones like glacier green, bottle blue, and gentle mauve, perfectly capturing the peaceful atmosphere of the forest.

Charming details such as mobile appliqués, intarsia knits with feather yarn, and pretty ruffles add a special, playful touch to the sweaters, dresses, and pants. Eye-catching prints and appliqués of animals and woodland motifs, combined with romantic details like sweet pockets and chiffon embroidery, make this collection a perfect companion for little explorers.

***CUTE BEAR**

The 'Cute Bear' theme enchants with adorable bear motifs and playful details. Warm colors like mauve, camel, and off-white dominate the collection, creating a cozy feel. Cozy materials like brushed cotton fleece and heavy jersey ensure comfort on cold days. Lovingly crafted details such as ruffles, teddy plush appliqués, and a subtle heart all-over print make this series particularly charming.

***BLOOM**

The 'Bloom' theme shines with floral patterns and warm, earthy tones like yolk, pebble, and ultramarine. Floral embroideries and applied blossom motifs adorn these cozy pieces made from soft brushed cotton fleece, providing comfortable warmth. Stripes and subtle ruffles enhance the playful look, adding fashionable accents. The comfortable cuts and loving details make this collection the perfect choice for little fashion fans who want to enjoy the cold months in style and comfort.

***FARM**

This theme takes children on a playful journey to the countryside. Farm motifs like vegetables and cute animals in vibrant colors such as warm honey yellow, brick red, and deep forest green harmonize perfectly with sweet embroideries and appliqués.

The cozy sweatshirts, dresses, and pants are adorned with cute details like mobile appliqués, crocheted patterns, and practical pockets. Soft fabrics like fleece and slub provide warmth and comfort, making them ideal for cold winter days. With playful prints and intricate embroideries, everyday farm scenes are transformed into fashionable highlights that promote both functionality and childlike creativity.

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***BASICS**

The 'Basics' collection focuses on simplicity and versatility, designed to be easily mixed and matched. It includes comfortable pants in muted colors made from materials like corduroy and elastic denim, as well as playful tops featuring ruffles and embroidery. A standout piece is the sheep fleece jacket with bear heads, offering a cute look for toddlers.

***JACKETS**

The jackets collection for mini girls offers a lovely selection of jackets and vests with delicate prints like flowers, butterflies, and bears. A special highlight is the bear jacket with movable ears, adding a playful touch. The collection also includes cozy pieces made from sheep fleece, providing warmth and comfort. Soft colors like mauve, off-white, and mint underline the cute, girly style.

***X-MAS**

The Christmas series features soft fleece pullovers with festive motifs like reindeer, candy canes, and snowmen—perfect for the holiday season. A special highlight is the red dress with a tulle skirt, decorated with a snowman and a Christmas tree, offering a festive and playful look. The color combination of dark green and red emphasizes the holiday spirit of the collection.

MINI BOYS

***FUNNY FARM**

The Mini-Boys 'Funny Farm' theme celebrates cheerful farm motifs. Adorned with charming tractor prints, playful pockets, and delightful appliqué details, this collection brings rural charm to your little one's wardrobe. Warm hues like copper, pebble, and tea set a cozy tone, while brushed slub cotton fleece ensures all-day comfort. Stripes and high-quality embroidery complete the look, making this collection perfect for adventurous little ones who love both fun and comfort.

***DINO**

Dive into the captivating world of dinosaurs with the 'Dino' theme. Featuring cheerful dino motifs, playful appliqué elements, and exciting 3D details like movable spikes, each piece is a standout. Bold colors such as glacier, ocean, and light red create a vibrant aesthetic. Crafted from cozy slub cotton fleece and single jersey, this collection combines eye-catching designs with practical cuts, making it ideal for little dino enthusiasts ready for adventures!

***OTTER**

The 'Otter' series brings joy to winter wardrobes with its charming otter motifs and playful details. Cozy sweatshirts, pants, and jackets showcase delightful appliqué designs and fun pockets with movable ears. Made from soft materials like fleece and piqué, these pieces provide warmth and comfort on chilly days. Gentle colors such as beige, medium blue, and olive green create a soothing, child-friendly atmosphere.

***WOODLAND**

Transport your little explorers into the magical world of the forest with the 'Woodland' theme. Adorable woodland animals like foxes, bears, and raccoons come to life with loving details such as moss embroidery and padded appliqué elements, complete with movable ears. Warm tones like camel, brick, and anthracite create a cozy ambiance, blending functionality with playful design for stylish winter adventures.

***DOG**

Celebrate our four-legged friends with the playful 'Dog' series for little boys. Each garment features cheerful prints, delightful appliqué details, and interactive elements like movable ears and tongues, making them special. Crafted from sweat fabrics and brushed single jersey in warm tones such as pebble, ultramarine, and denim blue, this collection offers both style and cozy comfort for chilly days, perfect for young dog lovers.

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***VEHICLES**

Explore the world of vehicles with the 'Vehicles' theme, showcasing fun appliqués, flock prints, and interactive pockets. Trucks and diggers feature prominently on sweatshirts and pullovers, often with adorable movable details for extra enjoyment. Soft fabrics like fleece and piqué provide warmth and comfort, while autumnal shades of honey yellow, nut brown, and dark blue create a cozy atmosphere. This collection is ideal for little adventurers who love all things vehicles.

***BASICS**

The 'Basic' collection prioritizes comfort and functionality with a range of pants. Featuring materials like fleece, corduroy, and elastic denim, these pieces offer freedom of movement and everyday ease. Standout items include casual joggers with drawstrings, sturdy twill pants with pockets, and a cute dungaree with playful ears. The neutral and muted color palette makes mixing and matching effortless for daily wear.

***JACKETS**

Prepare for the fall and winter seasons with the Jacket collection, offering functional and playful outerwear for boys. Striking designs like dino and bear prints come to life, with the bear jacket featuring movable ears for a whimsical touch. Cozy fleece jackets and quilted vests in earthy tones provide the perfect combination of warmth and style for outdoor activities. Each piece is designed with child-friendly details to ensure comfort and fun.

***X-MAS**

Spread festive cheer with the small Christmas series designed for little ones. Soft fleece pullovers showcase delightful motifs like reindeer, Santa Claus, and snowmen. A highlight is the jacquard pullover featuring an intricate candy cane and snowman pattern, perfect for embodying the classic Christmas sweater spirit. Rich shades of red, forest green, and melange gray complete the joyful designs.

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BLUE SEVEN KIDS

KIDS GIRLS

****UNICORN***

This year's 'Unicorn' series is colorful and playful, featuring vibrant tones of purple, yellow, and pink, adorned with whimsical unicorn and rainbow motifs. The collection includes dresses, pullovers, hoodies, and pants, each embellished with lovely details like sequins, movable appliqués, and tulle skirts. A standout feature is the reversible sequins, along with movable wings and ears, adding an interactive touch to the designs. This enchanting collection perfectly blends comfort and fantasy, making little girls' hearts skip a beat.

****SWAN***

The 'Swan' collection for fall/winter showcases soft tones of rose, off-white, and anthracite, enriched with playful details such as tulle, embroidery, glitter, and sequins. This stylish collection offers cozy pullovers, dresses, pants, and skirts that combine elegance with comfort. Elements like ruffles, bows, and charming swan prints give each piece a cute, sophisticated look, embodying a harmonious blend of comfort and girlish chic.

****ADVENTURE***

The 'Adventure' series presents a diverse range of children's clothing, featuring playful elements like high-density prints, moss embroidery, and flock motifs. This collection includes hoodies, pullovers, and soft pants, along with a fashionable dress adorned with a floral pattern. Practical features like a hood lined with waffle piqué and multi-pocket denim pants make this collection ideal for active children ready for any adventure.

****FLOWERS***

The 'Flowers' series showcases a delightful selection of floral and playful prints. Glittering designs, sparkling hearts, and colorful floral appliqués embellish sweatshirts and pullovers. The collection also includes models with crocheted flowers and cheerful printed patterns, ensuring each outfit has a stylish flair. Dresses and pants with floral motifs round out the collection, providing both comfort and style for active little ones.

****HEARTS***

The 'Hearts' theme enchants with romantic details and a harmonious color palette of burgundy, navy, and mustard, perfect for the cold season. This charming collection features garments playfully decorated with heart motifs, embroidery, and sequins. Cozy fleece tops and soft chenille cardigans provide warmth, while various textures—from velvety to quilted—ensure the collection offers both style and maximum comfort.

****SPORTY***

'Sporty' presents a dynamic selection of sports-inspired children's clothing, featuring creative details. Hoodies, pullovers, and casual pants with various print techniques and gold foil accents take center stage. Combinations like tulle skirt leggings and the use of elastic cuffs and piping create a stylish look, perfect for active children.

****HORSES***

The 'Horses' series includes long-sleeve tops and dresses adorned with cute horse prints, featuring flock prints, sequin embroidery, and glitter details that give the designs a unique charm. Dominated by soft colors like rose, cream, and sage green, this collection is enhanced by lovely appliqués and embellishments such as silver foil and movable details. Ideal for little horse lovers, it combines comfort with a whimsical aesthetic.

****ESSENTIALS***

The 'Essentials' collection for girls offers a practical selection, featuring comfortable sweatshirts and hoodies made from brushed cotton fleece with cute prints like butterflies and hearts. Versatile joggers and leggings in various colors and materials, including corduroy and velour, provide both comfort and freedom of movement. A fashionable dress with a playful design completes the collection, making it perfect for everyday wear and special occasions.

BLUE SEVEN

***DENIMS & TROUSERS**

The 'Denims & Trousers' models in the winter collection blend comfort with style. Trendy denim pants featuring multiple pockets are ideal for everyday wear, while loose culotte pants in corduroy or twill provide versatility. These essentials are perfect for active children, ensuring freedom of movement without sacrificing fashion.

***JACKETS**

The 'Jacket' series offers a colorful and functional selection of jackets and vests for the cold season. Featuring playful all-over prints of dinosaurs, rainbows, and butterflies, the collection includes warm jackets and vests that are both stylish and cozy. Simple models, like a lined parka with floral details and a warm sheep fleece jacket, ensure children stay comfortable during winter adventures.

***XMAS**

The small 'X-Mas' collection brings festive cheer with playful outfits perfect for the holiday season. This collection features cotton fleece pullovers with movable appliqués, flock prints, and glittering details, showcasing delightful Christmas motifs like reindeer and unicorns. A highlight is the red dress with a tulle skirt and reversible sequins, offering a glamorous touch. The festive color palette of red, dark blue, and green creates a joyful atmosphere.

***NIGHTWEAR**

The nightwear in the AW 2025/2026 collection for girls is exciting and whimsical, featuring playful designs with unicorns, butterflies, and sparkling details. Made from soft jersey, these sets provide high comfort, making them perfect for sweet dreams and cozy nights.

KIDS BOYS

***YETI**

The 'Yeti' series presents an adventurous look inspired by nature and a playful Yeti theme, inviting children to explore. Focused on comfort and creative details, this collection is perfect for little adventurers who enjoy fashion.

***DINO**

This year's 'Dino' series from BLUE SEVEN excites with a selection of fresh, inspired prints. Vibrant colors like green, orange, royal blue, and anthracite are complemented by playful details such as high-density prints and movable appliqués. Various materials and comfortable cuts provide the variety and excitement needed for active play.

***BEAR**

The 'Bear' series offers a diverse selection of trendy children's clothing, including pullovers, hoodies, and pants adorned with fun prints and practical details. The color palette features fashionable tones like beige, khaki, and mustard, complemented by warm autumnal browns. With high-quality materials and appealing designs, this collection ensures comfort and style during the colder months.

***ICELAND**

Inspired by maritime themes, the 'Iceland' collection offers stylish children's clothing in calm shades such as petrol, moss, sand, and beige. Enhanced by exciting patterns and details like high-density prints and movable appliqués, high-quality materials such as slub jersey ensure comfort and durability. Featuring adventurous designs depicting elements like whales and ships, this collection provides both a playful and stylish look for the cooler months.

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***SPORT**

The 'Sport' group showcases a sporty impulse through creative print designs and vibrant graphics. It presents styles such as plated yarn pullovers or hoodies made from soft brushed jersey, enhanced with high-density prints and textured accents. The trendy acid wash in the jersey range also supports this series. The color palette includes lively tones like tomato red and ocean blue, alongside classic off-white hues. The collection is rounded off by a fashionable denim pant with multiple pockets, perfectly blending functionality and comfort.

***VEHICLES**

The 'Vehicles' series presents a playful, vehicle-themed collection. It includes sweatshirts, joggers, and hoodies featuring colorful, appliquéd vehicle motifs like tractors, diggers, and trucks. Some designs combine printed stripes, fun pockets, and intricate embroidery, while others offer a soft "peach finish" surface. The color palette ranges from bold dark green and blue to warm honey and neutral gray.

***MONSTER**

The 'Monster' series offers a playful selection characterized by colorful motifs. This group includes basic items in vibrant colors like tomato red, khaki, and beige, designed with creative printing techniques and movable details. This collection combines fun with style, sparking children's imaginations.

***FESTIVE**

The 'Festive' collection presents elegant and chic styles, perfect for special occasions. It features a comfortable blazer with matching pants in a tonal stripe print, alongside a classic Oxford shirt. Additionally, cardigans and pullovers in subtle colors like navy and beige add a stylish touch for cooler days. Modern cuts and high-quality fabrics ensure an elegant yet comfortable look, ideal for festive gatherings.

***ESSENTIALS**

The 'Essentials' collection for AW 2025/2026 features timeless designs with versatile functionality. It includes comfortable sweatshirts and t-shirts made from soft jersey, adorned with various prints and striking graphics. The color palette covers both neutral tones and vibrant colors that are easy to mix and match. The collection also includes practical pants with functional pockets, offering both comfort and style for everyday wear.

***DENIMS & TROUSERS**

The denim and trouser models in the winter collection provide a practical combination of style and functionality for active children. From sturdy jeans with practical pockets to casual twill pants, each model is designed to blend comfort with fashionable design.

***JACKETS**

The 'Jacket' collection offers a selection of functional jackets and vests. It includes sporty quilted jackets featuring an all-over dino print and textured designs, as well as practical vests in a color-blocking style and a weatherproof parka with faux leather details. The color palette ranges from earthy tones like olive and brown to bold colors like blue and yellow. With thoughtful details such as lined hoods and durable fabrics, this collection ensures warmth and protection during cold winter days.

***XMAS**

The small 'X-Mas' series offers cheerful and festive pullovers for boys, perfect for the Christmas season. Made from soft cotton fleece and jacquard knit, these pullovers feature winter motifs like Santa Claus, snowmen, and reindeer. Special details such as movable appliqués, flock prints, and moss embroidery add a playful and interactive touch. With a festive color palette of red, forest green, and dark blue, the collection brings a joyful Christmas spirit to boys' wardrobes.

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***NIGHTWEAR**

The nightwear collection features comfortable sets made from soft brushed jersey, adorned with exciting motifs like dinosaurs and monster trucks. With playful details and colorful designs, these outfits are perfect for cozy nights, ensuring children sleep in both style and comfort.

BLUE SEVEN

BLUE SEVEN TEENS

TEEN GIRLS

****Urban chic meets cozy elegance***

The new collection for teen girls showcases a subtle, atmospheric color palette that perfectly captures the essence of chillier seasons. Shades like intense red, deep wine red, burnt orange, smoky blue, khaki, sage green, grey, and black blend harmoniously to create warm, stylish looks, perfect for both everyday wear and special occasions.

This season focuses on modern, versatile styles that emphasize individuality while offering maximum comfort. Figure-hugging long-sleeved tops, available in various styles and fabrics, skillfully accentuate the feminine silhouette, while oversized and cropped sweatshirts made from fluffy, soft materials provide cozy, feel-good moments. The collection also features a range of sweaters, from classic fine knits to knit dresses, catering to every taste. Fabulous details like leopard patterns and a Chanel-inspired cardigan add a fresh and demure touch.

Alongside the knitwear pieces, unique blouses and skirts bring variety with their special cuts and materials. A trendy balloon skirt and a knitted skirt—paired with a matching sweater as a two-piece set—add chic flair. Complementing the collection, two different denim styles and twill pants in modern fits offer timeless options, while flowing pleated trousers add an elegant touch, making them a standout for trend-conscious teens.

TEEN BOYS

****Diversity of styles and casual comfort***

The Autumn/Winter 2025/26 collection for teen boys presents a range of versatile, casual styles. From hoodies with practical kangaroo pockets to zip-up styles with unique details, our sweat pieces feature modern cuts and trendy acid-wash effects. Bold colors and creative prints—from embossed to foam—add a striking touch. Placed and all-over prints provide a relaxed yet stylish look. Classic college polos complete the sporty look and are ideal for everyday wear.

The collection's shirts are equally versatile, available in jersey or flannel, with checked or solid options that bring effortless style. Knit sweaters with polo or crew necklines, including options in chenille yarn, ensure extra warmth on crisp winter days. Relaxed cargo and denim styles in a variety of cuts and washes deliver comfort with a fashion-forward edge.

Whether for school or leisure, sporty windbreakers and modern blousons make ideal companions for any weather.

This collection combines current trends with maximum comfort and was designed for teens who want to express their individual style with joy and confidence.

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.

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