

BLUE SEVEN

BLUE SEVEN Collections Spring/ Summer 2026

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The Spring/Summer 2026 collection from **BLUE SEVEN** captivates with a stylish, versatile range for both women and men, blending modernity, comfort, and authenticity. The **BLUE SEVEN WOMEN** and **BLUE SEVEN BLUE** lines offer a spectrum of fresh, timeless styles, from maritime-inspired freshness and natural elegance to romantic details and trendsetting statements like Cluttercore and Boho Style. Signature French-inspired classics, laid-back essentials from the Some Specials collection, and must-have basics in Essentials complete the mix. Meanwhile, the **BLUE SEVEN MEN** collection combines clean cuts, premium cotton fabrics, and a contemporary casual look, featuring an expanded sweatwear range and diverse swimwear designs perfect for both city and beach.

BLUE SEVEN WOMEN

BAYSIDE

Inspired by the coast, the **Bayside** collection captures the essence of maritime freshness. The palette features a vibrant mix of blues, crisp whites, and zesty lime. Signature elements include stripes, floral patterns, and summer-inspired prints on lightweight cotton and viscose. With casual knits, capri pants, and sporty feminine pieces, this capsule brings a breezy, relaxed vibe perfect for sunny days.

TIMELESS

The **Timeless** capsule blends modern design with enduring appeal. Soft, nature-inspired colors like white, beige, mint, and black take center stage. Eye-catching botanical prints, uplifting slogans, and linen-blend dresses offer versatile styling, from the first mild summer evenings to everyday wear. Comfort meets sophistication for an effortlessly chic summer look.

HANAMI

Inspired by the Japanese cherry blossom festival, the **Hanami** collection brings a fresh take on femininity with coral, white, and pearly hues. Floral and abstract prints adorn lightweight cotton and viscose-linen blends, creating a modern, easy-going charm. Ideal for warm spring days, this collection embodies relaxed femininity with a soft, nature-inspired twist.

CYBER GARDENING

Blending nature's beauty with contemporary design, **Cyber Gardening** offers muted tones of white, champagne pink, pearl, and khaki, inspired by botanical gardens. Featuring tropical leaf prints, embroidered blouses, and feminine silhouettes like ruffled skirts and relaxed shorts, this collection combines comfort, femininity, and modern flair for a fresh, garden-inspired style.

BLUE SEVEN BLUE

LA PROVENCE

Evoking the spirit of the Mediterranean, **La Provence** captures the charm of French living. Classic white, fiery red, and maritime blues define this collection, with playful embroidery, Vichy checks, and stripes creating a romantic, French aesthetic. Featuring airy blouses, embroidered dresses, and versatile denim jackets, it's the perfect embodiment of summery elegance.

ROMANCE

Soft, romantic tones of powder pink, mint, and classic white define the **Romance** collection. Feminine floral patterns, embroidery, and delicate details like hotfix stones add a refined touch to T-shirts, dresses, and wide-leg trousers. A perfect balance of nostalgic charm and contemporary comfort.

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CLUTTERCORE

With a playful mix of bold patterns and vintage-inspired designs, the **Cluttercore** collection embraces nostalgia and individuality. Earthy khaki, vanilla yellow, and beige dominate the color palette, while geometric prints and flowing viscose pieces embody the spirit of eclectic summer style. Casual, easy-to-wear pieces like a linen maxi dress and printed T-shirts offer a unique, free-spirited vibe.

BOHO STYLE

Embodying relaxed, bohemian vibes, the **Boho Style** collection features cotton poplin, lyocell, and seersucker fabrics in a soothing palette of chambray blue, dusty rose, and off-white. Floral prints, embroidery, and romantic stripes grace blouses, dresses, and skirts, while coordinating shorts and wide-leg trousers complete the carefree, everyday look.

SOME SPECIALS

The **Some Specials** collection offers an eclectic mix of prints and standout pieces. Printed trousers, shorts, and vibrant sweatshirts in soft natural tones with pops of navy, coral orange, and powder pink create a relaxed, urban summer look that's perfect for casual days.

ESSENTIALS

Timeless wardrobe staples, the Essentials collection spans both the **BLUE** and **WOMEN** programs. Basic T-shirts, tank tops, jersey skirts, and striped dresses combine comfort and versatility, while fine-knit layering pieces in soft yarns provide the perfect lightweight options for cooler days. Flowing lyocell dresses and trousers complete the perfect summer wardrobe.

BLUE SEVEN MEN

The Spring/Summer 2026 Men's collection redefines modern comfort with clean, versatile designs. Featuring high-quality cotton fabrics, contemporary fits, and stylish cuts, this collection caters to a variety of lifestyles. New this season, an expanded sweatwear range offers a soft, relaxed fit, ideal for laid-back, everyday looks. A wide selection of swim shorts, from minimal to bold, complement the collection, making it easy to transition from city to beach in style. Classic neutrals, fresh summer hues, and maritime tones harmonize with clean silhouettes and breathable fabrics, offering an effortlessly modern summer wardrobe.

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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