

AUTUMN / WINTER
2026



BLUE SEVEN

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BLUE SEVEN

AUTUMN / WINTER

2026

blue

SIZE 36 - 44 - PAGE 04

WOMEN

SIZE 38 - 48 - PAGE 16

MEN

SIZE S - 3XL - PAGE 28

Lookbook
AUTUMN / WINTER 2026

BLUE SEVEN

blue

Size 36 - 44

The BLUE SEVEN BLUE collection reinterprets casualwear with urban chic, soft textures, and a touch of French nonchalance. Earthy shades, relaxed silhouettes, and structured fabrics make the looks versatile and modern — ideal for everyday life and leisure.

BLOUSE . 280136
PANTS . 286087



COAT . 291104
DRESS . 257127



collection theme

The collection combines sporty chic and elegant classics with a modern, versatile aesthetic. Soft fabrics, clean cuts, and warm tones create comfortable everyday looks, while structured pieces and textured materials add fashionable accents. From casual knitwear and corduroy to feminine blouses and dresses, the collection balances comfort and style.

P.06



PUFF JACKET . 291103
PULLOVER . 248178
PANTS . 286087



PULLOVER . 248143
PANTS . 288022

DRESS . 284042



P.07



DRESS . 284047

BLUE SEVEN
blue



JACKET . 291102
BLOUSE . 280135
DENIM . 288022

P.10



PULLOVER . 248164
T-SHIRT . 203586
SKIRT . 260019

Stylish & Fashion

BLUE SEVEN
blue



JACKET . 291109
T-SHIRT . 203580
PANTS . 286083

PULLOVER . 248175
PANTS . 286083



P.11

P.12



PULLOVER . 248178
PANTS . 286087

BLUE SEVEN
blue

DRESS . 257127



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Cosy Essentials.



P.14

COAT . 291105
DRESS . 284045

BLUE SEVEN
blue

CARDIGAN . 248172
BLOUSE . 280137
DENIM . 288022



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BLUE SEVEN

WOMEN

Size 38 - 48

The BLUE SEVEN WOMEN collection focus is on feminine silhouettes, soft fabrics, and harmonious colour palettes. Romantic floral prints, elegant knitwear, sporty sweat styles, and festive highlights come together to create distinct capsules that tell their own fashion story.



collection theme

Romantic and elegant styles meet modern versatility with soft knits, delicate blouses, and flowing fabrics in warm, natural tones. Feminine details such as lace, flounces, and subtle transparencies add charm, while structured materials and graphic accents create a contemporary edge. The overall look combines comfort, sophistication, and individuality — perfect for the colder season.

SWEATER . 248169
BLOUSE . 280140
PANTS . 286086

SWEATER . 248152
PANTS . 286086

Feminine.

JACKET . 291108
SWEATER . 248152
PANTS . 286086



P18

PONCHO . 248173
DRESS . 284044



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BLUE SEVEN
WOMEN



P.20

CARDIGAN . 248151
PANTS . 286084

**BLUE SEVEN
WOMEN**

COAT . 291107
PULLOVER . 248160
PANTS . 286082



P.21

PULLOVER . 248160
PANTS . 286082



P.22

BLOUSE . 280129
PANTS . 288021



PULLOVER . 248171
PANTS . 286088



CARDIGAN . 248134
SKIRT . 282025

PULLOVER . 248159
PANTS . 286088



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SWEATSHIRT . 237199
PANTS . 286082



P.25

PULLOVER . 248129
PANTS . 288021

P.26



PULLOVER . 248162
PANTS . 286088



JACKET . 291101
PULLOVER . 248154
PANTS . 288021



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DRESS . 284043

BLUE SEVEN MEN

Size S - 3XL

The BLUE SEVEN MEN collection embodies calm strength and natural style. High-quality cotton and wool blends, warm textures, and harmonious colours define a look that is comfortable, modern, and self-confident.

JACKET . 397047
DENIM SHIRT . 390545
PANTS . 393019



collection theme

Soft, high-quality fabrics like cotton and wool blends provide comfort and style, while natural tones and vibrant accents add depth. With reimagined classics such as sweat-shirts, knits, and cardigans, the collection offers timeless, effortless looks for work, leisure, and everyday wear.

PULLOVER . 376532
PANTS . 393019



VEST . 398514
SHIRT . 390540
JEANS . 394514

VEST . 398514
CARDIGAN . 376533
PANTS . 393021



SHIRT . 390544
T-SHIRT . 350524
JEANS . 394514



SHIRT . 390541
T-SHIRT . 350524
JEANS . 394514



PULLOVER . 376528
PANTS . 393019



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JACKET . 397044
PULLOVER . 376546
JEANS . 394514



SHIRT . 390547
T-SHIRT, LONGSLEEVE . 351592
PANTS . 393019

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CARDIGAN . 376522
SHIRT . 390542
PANTS . 393021

BLUE SEVEN
MEN

PULLOVER . 376539
JEANS . 394514



P.34

HOODY . 370216
JEANS . 394514



P.35

VEST . 398514
PULLOVER . 376543
JEANS . 394514

PULLOVER . 376546
JEANS . 394514

P.36

CASUAL.

BLUE SEVEN
MEN



P.37

CARDIGAN . 376548
SHIRT . 390539
PANTS . 393020

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KIDS-WORLD

17.01. - 19.01.2026

Stefan Markgraf, M +49 171 4816639

FASHION SUNDAY

18.01.2026

Stefan Ott, M +49 171 5309401

MEN FASHION DAY

21.01.2026

Stefan Ott, M +49 171 5309401

FASHION SUNDAY

08.02.2026

Stefan Ott, M +49 171 5309401

FASHION SUNDAY

15.03.2026

Stefan Ott, M +49 171 5309401

HAMBURG

ModeCentrum, Haus B, 2. OG, Raum 232
Modering 3

FIRST FASHION

18.01. - 21.01.2026

Knut Tessner, M +49 160 93418013

ORDERPREMIERE

01.02. - 06.02.2026

Knut Tessner, M +49 160 93418013

HAMBURG

MesseHalle Hamburg-Schnelsen
EG-A-01

KINDERMODEN NORD

31.01. - 02.02.2026

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MÜNCHEN

MTC, Haus 3, EG, Raum 13c
Taunusstr. 45

MTC FASHION START

18.01. - 20.01.2026

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MTC INTERCOLLECTION

07.02. - 10.02.2026

Alexandra Hornung, M +49 170 1500872

MÜNCHEN

MTC Messe-Forum, Haus 1

SUPREME KIDS

23.01 - 25.01.2026

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ULM

Ulm-Messe GmbH

UNITEX FASHION FESTIVAL

19.05. - 20.05.2026

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NEUSS

4-KIDZ.EU

10.01. - 12.01.2026

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Stefan Loch, M +49 171 7310959

DFD DÜSSELDORF FASHION DAYS

21.01. - 28.01.2026

Euromoda, 4. OG,
Raum B 401-402 (Blue Seven Showroom)
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BIELEFELD

KATAG MARKENTAG

11.11. - 12.11.2026

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OSPA Arena, Tschaikowski Straße 45
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ROSTOCKER MODETAGE

28.02. - 01.03.2026

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SCHKEUDITZ

MMC, Haus D, 1. Etage, Raum 192
Münchener Ring 2

QUARTER FASHION ORDERDAYS

Women- & Menswear

31.01. - 02.02.2026

Alena Klimova
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QUARTER KIDS ORDERDAYS

Kidswear

06.02. - 08.02.2026

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SINDELFINGEN

Häuser der Konfektion 3, 4. OG,
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MODEWOCHE I

Women- & Menswear, Kidswear

31.01. - 04.02.2026

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MODEWOCHE II

Women- & Menswear, Kidswear

21.02. - 25.02.2026

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TRADE FAIRS INTERNATIONAL

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SALZBURG

Brandboxx Salzburg
Erdgeschoss Shop A4

HOT

Tracht & Mode Order Start

20.01. - 21.01.2026

SCHICK

01.02. - 03.02.2026

JOT

Kidswear

20.01. -21.01.2026

NETHERLANDS

ASSEN, HOTEL VAN DER VALK

Kids-,Women- & Menswear

25.01. - 26.01.2026

NIEUWEGEIN, PREVIEW KIDS

Kids-,Women- & Menswear

19.01.2026

AMSTERDAM, MODE FABRIEK

Kids-,Women- & Menswear

18.01. - 19.01.2026

GORINCHEM, TREND Z

Kids-,Women- & Menswear

11.01. - 13.01.2026

POLAND

EXPO LODZ

ALEJA POLITECHNIKI 4 ŁÓDŹ

11.02. - 12.02.2026

ITALY

PITTI IMMAGINE BIMBO

Fortezza da Basso in Florence

21.01. - 22.01.2026

Alle Angaben ohne

Gewähr.

Irrtümer, Druckfehler und

Änderungen vorbehalten.

Errors and omissions

excepted. All information is

subject to change.



Selected styles from our collection
are **GOTS** certified.

B2B

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FOR OUR B2B-SHOP?**

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