

SPRING / SUMMER  
2026

A woman with long, wavy brown hair is smiling broadly, wearing large, dark sunglasses and a light green, short-sleeved dress with a gathered waist and a ruffled hem. She is standing on a balcony with a glass railing, leaning her left hand on it. The background shows a modern building with large glass windows and a clear blue sky.

**BLUE SEVEN**

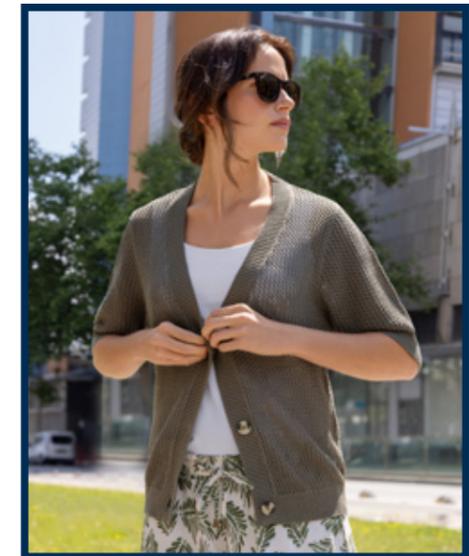
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content.

BLUE SEVEN  
**S/S26**  
collection



04 *blue*  
Size 36 – 44



14 **WOMEN**  
Size 38 – 48



26 **MEN**  
Size S – 3XL

BLUE SEVEN

blue

Size 36 - 44

The BLUE SEVEN BLUE collection combines mediterranean flair, nostalgic prints, boho ease, and timeless essentials for a versatile summer look.

DRESS . 184208

SWEATER . 147195  
JEANS . 188015

## collection theme

This season is all about effortless summer style-defined by flowing silhouettes, soft fabrics, and a rich mix of colors and prints. From timeless essentials to standout statement pieces, the collection blends comfort with individuality. Embroidery, floral patterns, and delicate details meet bold graphics and modern cuts, offering something for every mood.

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DRESS . 184202



P.07

Ready for the city.

SWEATER . 147194  
PANTS . 186195

BLUE SEVEN  
blue



DRESS . 184219

BLUE SEVEN  
blue



SWEATSHIRT . 143065  
PANTS . 161084



**BLOUSE** . 180307  
**PANTS** . 186215



**BLOUSE** . 180296  
**SKIRT** . 182069



**T-SHIRT** . 105900  
**PANTS** . 186213

Summer attitude.



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**SWEATER** . 147190  
**SHORT** . 186211

BLUE SEVEN  
*blue*



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**SWEATER** . 147193  
**PANTS** . 186202

BLUE SEVEN

# WOMEN

Size 38 - 48

The BLUE SEVEN WOMEN collection blends coastal charm, timeless elegance, and botanical softness into effortlessly chic summer looks.



BLOUSE . 180304  
PANTS . 186204

## collection theme

Natural elegance meets coastal freshness and contemporary femininity in this season's capsule collections. Soft botanical tones, vibrant summer hues, and breezy fabrics define a wardrobe that blends relaxed silhouettes with refined details. From floral and tropical prints to stripes and delicate embroidery, the pieces offer versatility and ease for warm days. Whether inspired by nature, tradition, or the sea, the styles combine comfort and character in perfect harmony.



SWEATER . 147187  
PANTS . 186206

Always ready.

BLOUSE . 180323  
PANTS . 186214



BLOUSE . 180314  
PANTS . 186208



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BLUE SEVEN  
WOMEN

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T-SHIRT . 105881  
SKIRT . 182070

BLUE SEVEN  
WOMEN



CARDIGAN . 147197  
T-SHIRT . 100140  
PANTS . 186205

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T-SHIRT . 105922  
SKIRT . 182072



SWEATSHIRT . 143069  
JERSEY PANTS . 186212

BLUE SEVEN  
WOMEN



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DRESS . 184215



BLUE SEVEN  
WOMEN

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T-SHIRT . 105909  
PANTS . 186206



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**BLOUSE** . 180312  
**PANTS** . 186201



**T-SHIRT** . 105904  
**SKIRT** . 182074



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**T-SHIRT** . 105892  
**PANTS** . 186206

# BLUE SEVEN MEN

Size S - 3XL

The BLUE SEVEN MEN collection combines modern comfort and clean design with soft sweatwear and versatile essentials for a relaxed, stylish look.



**POLO** . 321194  
**JEANS** . 345041

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## collection theme

The collection offers a refined take on modern comfort with clean silhouettes, breathable fabrics, and versatile designs. High-quality cotton, soft fits, and a palette of neutrals, summer brights, and maritime tones define a wardrobe made for ease and freedom of movement.



**SHIRT** . 341031  
**PANTS** . 343581

P.27



T-SHIRT . 302861  
SHORTS . 343582

T-SHIRTS . 302844  
JEANS SHORTS . 345041

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T-SHIRT . 302860  
SHORTS . 333059



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LONGSLEEVE, T-SHIRT . 318507  
SHORTS . 343580

BLUE SEVEN  
MEN



SHIRT . 341029  
CARGO SHORTS . 343583



POLO . 327056  
SHORTS . 343580



POLO . 321201  
CARGO SHORTS . 343583

T-SHIRT . 341035  
SHORTS . 343586



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BLUE SEVEN  
MEN

JACKET . 348503  
SHIRT . 341032  
SHORTS . 343578



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SMART.

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**26.07. - 28.07.2025**  
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**WOMEN & MEN FASHION DAYS**

**14.07. - 17.07.2025**  
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**FASHION SUNDAY**

**13.07.2025**  
Stefan Ott, M +49 171 5309401

**FASHION SUNDAY**

**17.08.2025**  
Stefan Ott, M +49 171 5309401

**HAMBURG**

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

**FIRST FASHION**

**13.07. - 16.07.2025**  
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**ORDERPREMIERE**

**03.08. - 08.08.2025**  
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**HAMBURG**

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**KINDERMODEN NORD**

**02.08. - 04.08.2025**  
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**MTC FASHION START**

**13.07. - 15.07.2025**  
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**MTC INTERCOLLECTION**

**02.08. - 05.08.2025**  
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**MÜNCHEN**

MTC Messe-Forum, Haus 1

**SUPREME KIDS**

**11.07 - 13.07.2025**  
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**ULM**

Ulm-Messe GmbH

**UNITEX FASHION FESTIVAL**

**20.05. - 21.05.2025**  
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**NEUSS**

**4-KIDZ.EU**

**05.07. - 07.07.2025**  
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Raum B 506-510 (Messefläche)  
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**DFD DÜSSELDORF FASHION DAYS**

**16.07. - 23.07.2025**  
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Raum B 401-402 (Blue Seven Showroom)  
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**BIELEFELD**

**KATAG MARKENTAG**

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**SCHKEUDITZ**

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**QUARTER SHOETIME & BAGS**

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**QUARTER FASHION ORDERDAYS**

Women- & Menswear  
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**QUARTER SPORTS ORDERDAYS**

**08.08. - 10.08.2025**  
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**QUARTER KIDS ORDERDAYS**

Kidswear  
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**QUARTER DESSOUS ORDERDAYS**

**08.08. - 10.08.2025**

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**SINDELFFINGEN**

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Women- & Menswear, Kidswear  
**23.08. - 27.08.2025**  
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TRADE FAIRS INTERNATIONAL

**AUSTRIA**

**SALZBURG**

Brandboxx Salzburg  
Erdgeschoss Shop A4

**HOT**

Tracht & Mode Order Start  
**22.07. - 23.07.2025**

**SCHICH**

**03.08. - 05.08.2025**

**JOT**

Kidswear  
**27.08. -28.07.2025**

**NETHERLANDS**

**ASSEN, HOTEL VAN DER VALK**

Kids-,Women- & Menswear  
**13.07. - 14.07.2025**

**NIEUWEGEIN, PREVIEW KIDS**

Kids-,Women- & Menswear  
**16.06.2025**

**ZAANDAM, MODE FABRIEK**

Kids-,Women- & Menswear  
**06.07. - 07.07.2025**

**NIEUWKUIJK, OPEN HUIS**

Kids-,Women- & Menswear  
**20.07.2025**

**POLAND**

**EXPO LODZ**

ALEJA POLITECHNIKI 4 ŁÓDŹ  
**20.08. - 21.08.2025**

**ITALY**

**PITTI IMMAGINE BIMBO**

Fortezza da Basso in Florence  
**25.06. - 26.06.2025**

Alle Angaben ohne  
Gewähr.

Irrtümer, Druckfehler und  
Änderungen vorbehalten.

Errors and omissions  
excepted. All information is  
subject to change.

Some styles in our collection are  
made from high-quality and  
environmentally friendly **Organic  
Cotton**.



We're proud to announce that we  
attained **GOTS (Global Organic  
Textile Standard)** certification in  
July 2024.

**B2B**

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