

A woman with dark, curly hair is smiling and looking to her right. She is wearing a grey turtleneck sweater with a black and white geometric pattern. Her hands are near her neck and waist. The background is a solid dark blue.

COMPANY FACTS
BLUE SEVEN

WWW.BLUESEVEN.COM

HISTORY

1929

Company foundation by Mina Obermeyer



1949

Takeover by Heinrich & Cilly Obermeyer



1977

Launch BLUE SEVEN



1987

Michael Obermeyer takes over the company



2002

Relocation of production



2021

Online marketplace



2015

New look for BLUE SEVEN

2024

GOTS certification



2022

Andreas Burger takes over the company

FACTS

1000 styles per season



100% In- House Design



90 employees in Europe



Distribution in over 40 countries



20 showrooms worldwide



6 different product lines and
2 seasons per year



Calculation of 170% - 180%



SHOWROOMS

20 ORDER OFFICES IN 11 COUNTRIES

Blue Seven's showrooms are located in Germany, Belgium, Greece, Ireland, Italy, Austria, Poland, Spain, the Czech Republic, Hungary and the Netherlands.

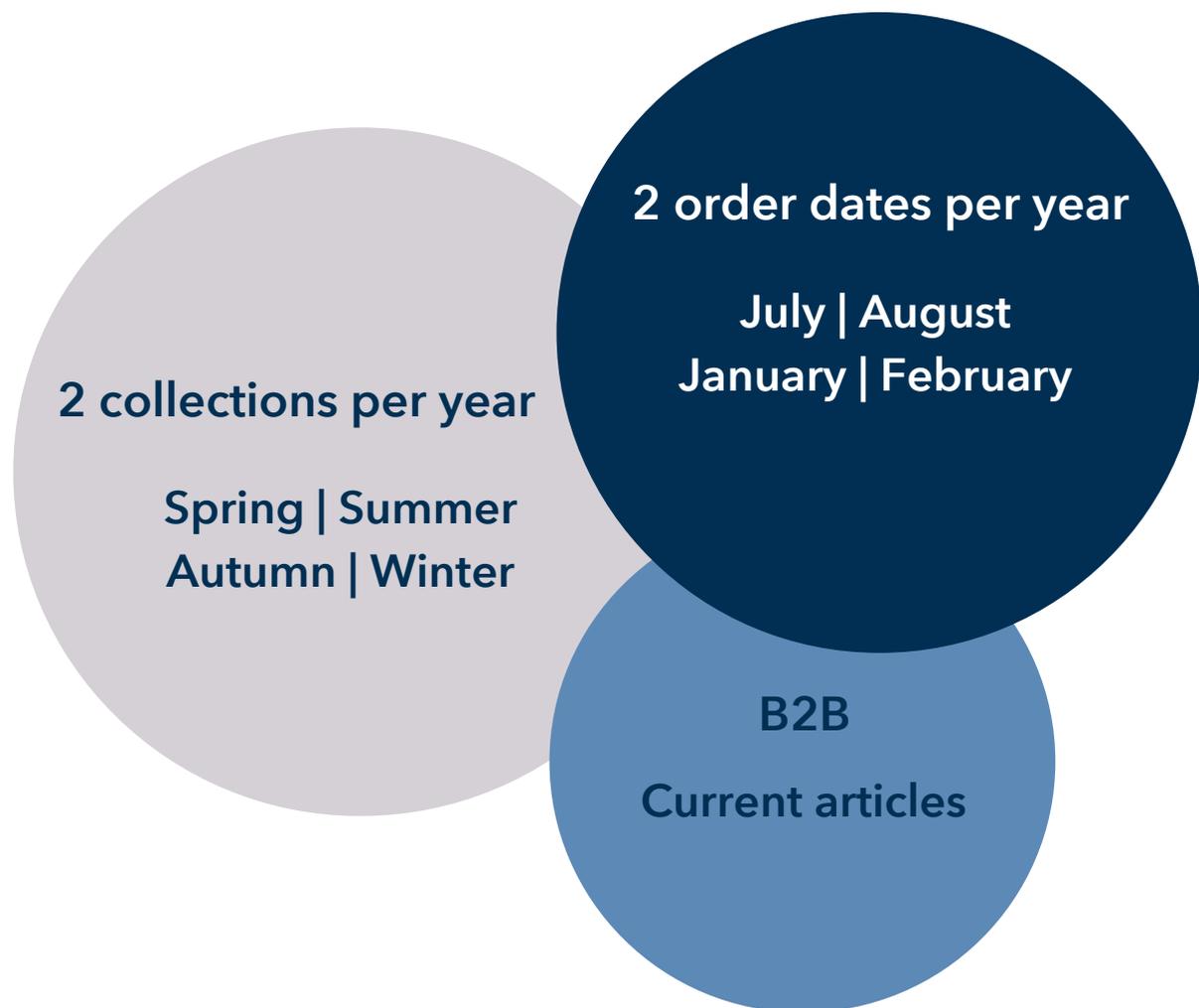
GERMANY

Eschborn
Hamburg
Munich
Neuss
Oberstufen
Schkeuditz
Sindelfingen

EUROPE

Belgium (Brussels)
Greece (Thessaloniki)
Italy (Verona)
Netherlands (Nieuwkuijk, Volendam)
Austria (Salzburg)
Poland (Częstochowa)
Spain (Baeza, Barcelona, Vizcaya)
Czech Republic (Radonice)
Hungary (Budapest)
North Ireland (Ballyholme)

PORTFOLIO



SOCIAL RESPONSIBILITY

MEMBER | BUSINESS SOCIAL COMPLIANCE INITIATIVE | AMFORI 2010

- Initiative for compliance with social standards in a global value chain
- Systematic monitoring and qualification system to improve people's working conditions

SIGNATURE | INTERNATIONAL ACCORD 2016 & 2023

- Independent, legally binding agreement between global retail brands
- With the aim of making all garment factories in Bangladesh & Pakistan safe workplaces

PRODUCTION | ORGANIC COTTON since 2020

- We produce some of our styles in organic cotton

PRODUCTION | RECYCLED POLYETHYLENE 2022

- As a contribution to environmental protection, we have been using recycled polyethylene for our polybags since the season AW22

MEMBER | BUSINESS ENVIRONMENTAL PERFORMANCE INITIATIVE | AMFORI 2023

- Suppliers are monitored on the basis of various sustainability aspects, e.g. CO2 emissions, water consumption, waste disposal, etc.

CERTIFICATION | GOTS 2024

- Global standard for sustainable processing of textiles throughout the supply chain
- The focus here is on environmentally responsible and socially fair standards



BLUE SEVEN DIVISIONS

NEW BORN (Size 56-68)

BLUE SEVEN'S Newborn collection: cute, colourful and simply adorable! We attach great importance to playful designs and baby-friendly cuts for the little ones.

KIDS (Size 98-134)

Immerse yourself in the exciting world of BLUE SEVEN Kids, where child-friendly fashion meets stylish design! Every item in our collection is designed with attention to detail to perfectly emphasise the unique character of the little whirlwinds.

WOMEN (Size 38-48)

Immerse yourself in the world of BLUE SEVEN Women - wearable, trend-conscious and always in tune with fashion! This unique line combines timeless style with feminine chic to inspire women to present themselves with style and confidence.

MEN (Size S-3XL)

Casual elegance meets sporty sophistication in the BLUE SEVEN Men collection. It is carefully designed to meet the needs of the active man without compromising on style.

MINI KIDS (Size 68-92)

You will find colourful and practical children's fashion in our BLUE SEVEN Mini Kids collection - cheerful, imaginative and suitable for every occasion. Family-friendly prices included!

TEENS (Size 140-176)

The BLUE SEVEN Teens collection presents individual, trendy looks that perfectly emphasise the active lifestyle of young people!

blue (Size 36-44)

Discover the exciting world of BLUE, where youth and fashion merge in perfect harmony! Our fashionable collection for young women is a real firework of style, inspired by the hottest catwalk trends and designed for self-confident fashionistas.

BLUE SEVEN WOMEN

KEY FEATURES

FASHIONABLE

FEMININ

TIMELESS

CORE SIZES

38 | 40 | 42 | 44 | 46 | 48

ORDERTIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

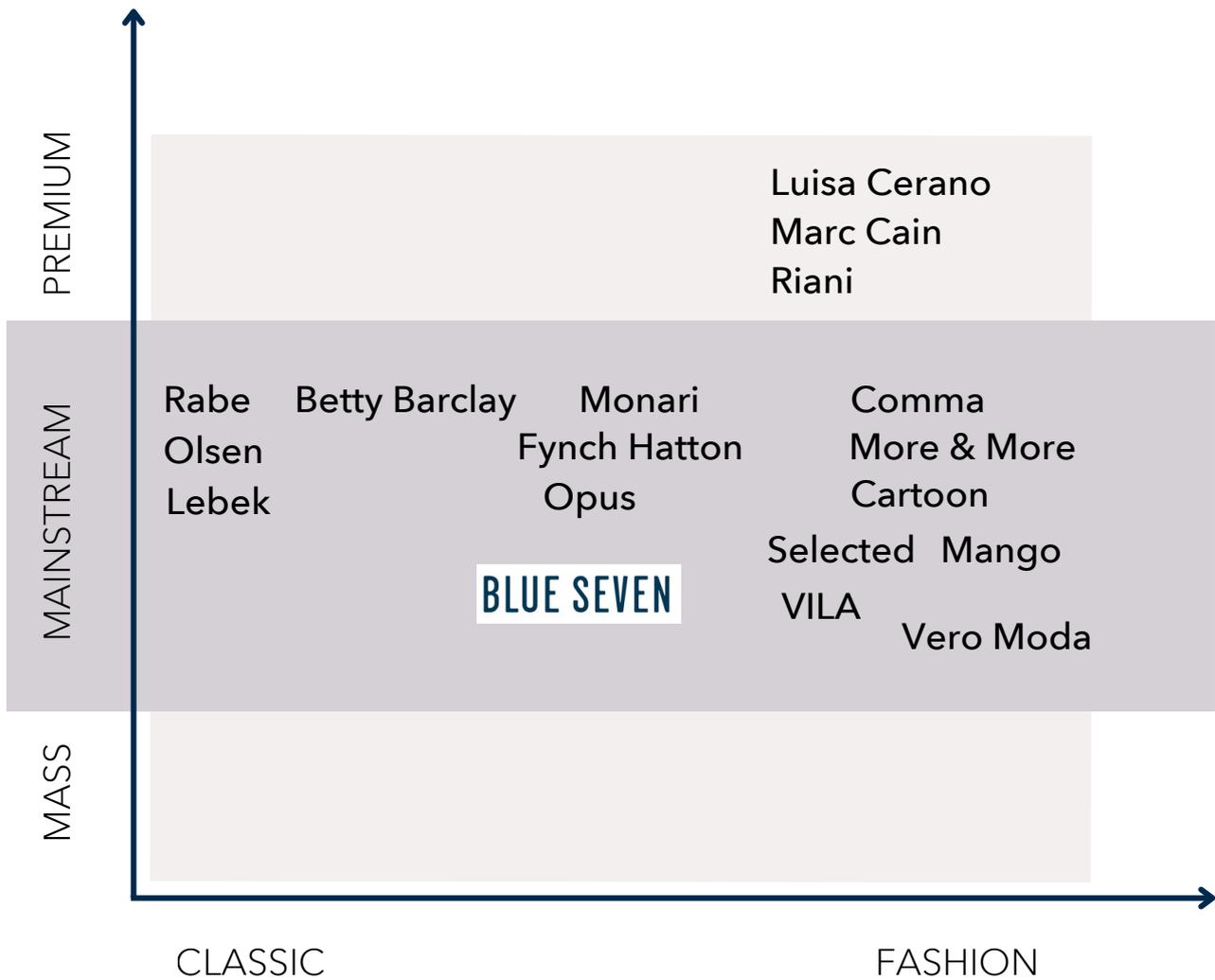
Delivery period: July, August, September

CORE PRICES

Shirts:	12,99€ - 39,99€
Blouses:	26,99€ - 39,99€
Skirts:	15,99€ - 39,99€
Knitwear:	29,99€ - 55,99€
Sweatshirts:	29,99€ - 45,99€
Trousers:	16,99€ - 45,99€
Dresses:	15,99€ - 59,99€
Outdoor:	59,99€ - 79,99€



BLUE SEVEN WOMEN



BLUE SEVEN

blue

KEY FEATURES

AFFORDABLE

TRENDY

EASY

CORE SIZES

36 | 38 | 40 | 42 | 44

ORDERTIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

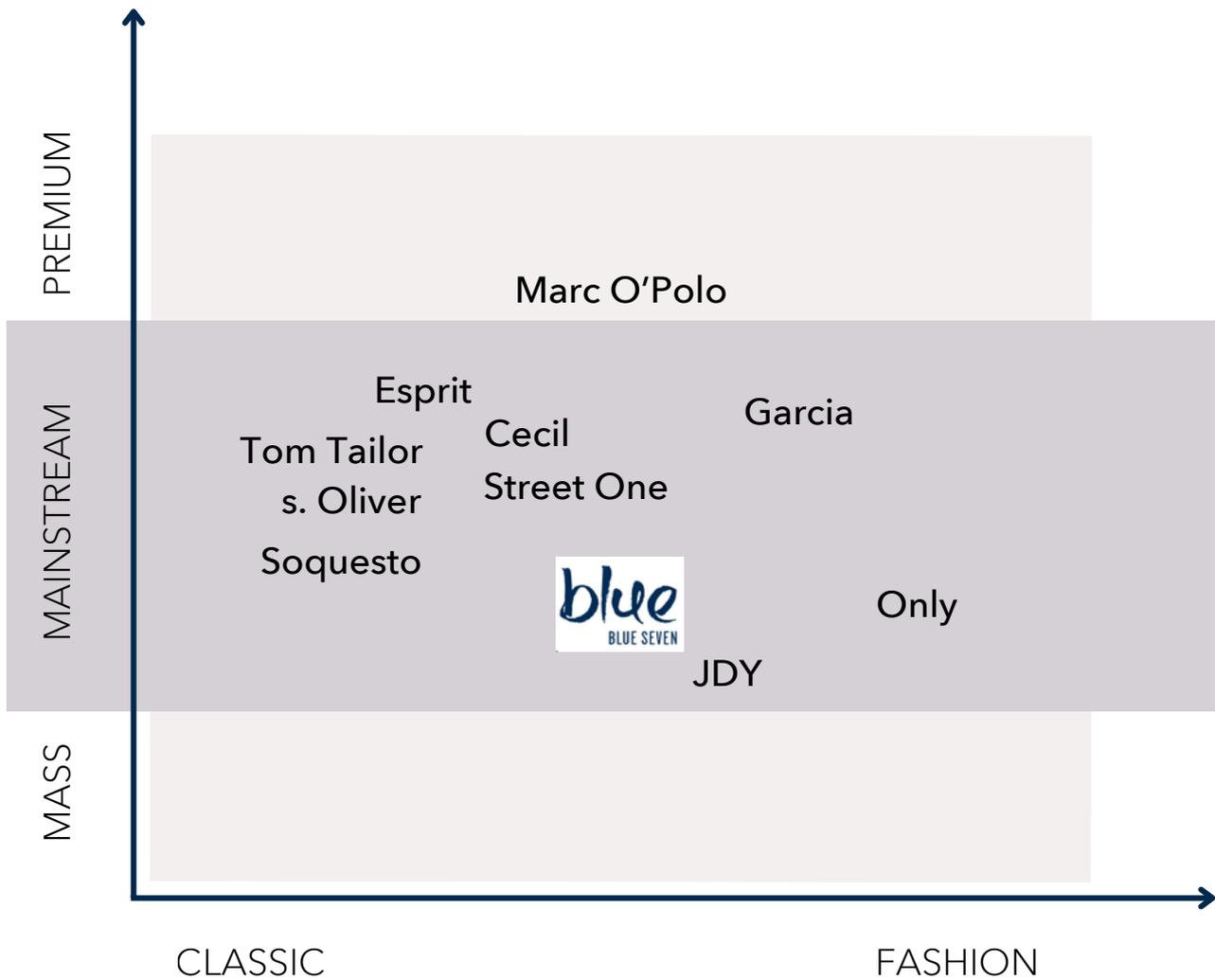
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Skirts:	15,99€ - 39,99€
Knitwear:	29,99€ - 55,99€
Sweatshirts:	29,99€ - 45,99€
Trousers:	16,99€ - 45,99€
Dresses:	15,99€ - 59,99€
Outdoor:	59,99€ - 79,99€



BLUE SEVEN blue



BLUE SEVEN MEN

KEY FEATURES

AFFORDABLE

MASCULINE

TIMELESS

CORE SIZES

S | M | L | XL | XXL | 3XL

ORDERTIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

Delivery period: July, August, September

CORE PRICES

Shirts: 12,99€ - 29,99€

Shirts: 29,99€ - 44,99€

Knitwear: 29,99€ - 55,99€

Sweatshirts: 29,99€ - 59,99€

Trousers: 19,99€ - 44,99€

Outdoor: 39,99€ - 59,99€



BLUE SEVEN MEN



BLUE SEVEN NEW BORN



CORE SIZES

56 | 62 | 68

ORDER TIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

Delivery period: July, August, September

CORE PRICES

Shirts:		9,99€ - 11,99€
Knitwear:		19,99€ - 22,99€
Sets:		15,99€ - 39,99€
Trousers:		9,99€ - 11,99€
Dresses:		17,99€ - 21,99€
Outdoor:		24,99€ - 44,99€

BLUE SEVEN MINI KIDS



CORE SIZES

68 | 74 | 80 | 86 | 92

ORDER TIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

Delivery period: July, August, September

CORE PRICES

Shirts:		8,99€ - 17,99€
Blouses/ Shirts:		19,99€ - 21,99€
Skirts:		10,99€ - 11,99€
Knitwear:		19,99€ - 25,99€
Sweatshirts:		12,99€ - 21,99€
Trousers:		7,99€ - 27,99€
Dresses:		11,99€ - 27,99€
Outdoor:		39,99€ - 49,99€



CORE SIZES

98 | 104 | 110 | 116 | 122 | 128 | 134

ORDER TIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

Delivery period: July, August, September

CORE PRICES

Shirts:		9,99€ - 19,99€
Blouses/ Shirts:		21,99€ - 24,99€
Skirts:		11,99€ - 24,99€
Knitwear:		22,99€ - 29,99€
Sweatshirts:		16,99€ - 27,99€
Trousers:		7,99€ - 22,99€
Dresses:		11,99€ - 34,99€
Outdoor:		34,99€ - 54,99€

BLUE SEVEN TEENS



CORE SIZES

140 | 152 | 164 | 176

ORDER TIMELINES

Spring | Summer

Order months: July, August

Delivery period: January, February, March

Autumn | Winter

Order months: January, February

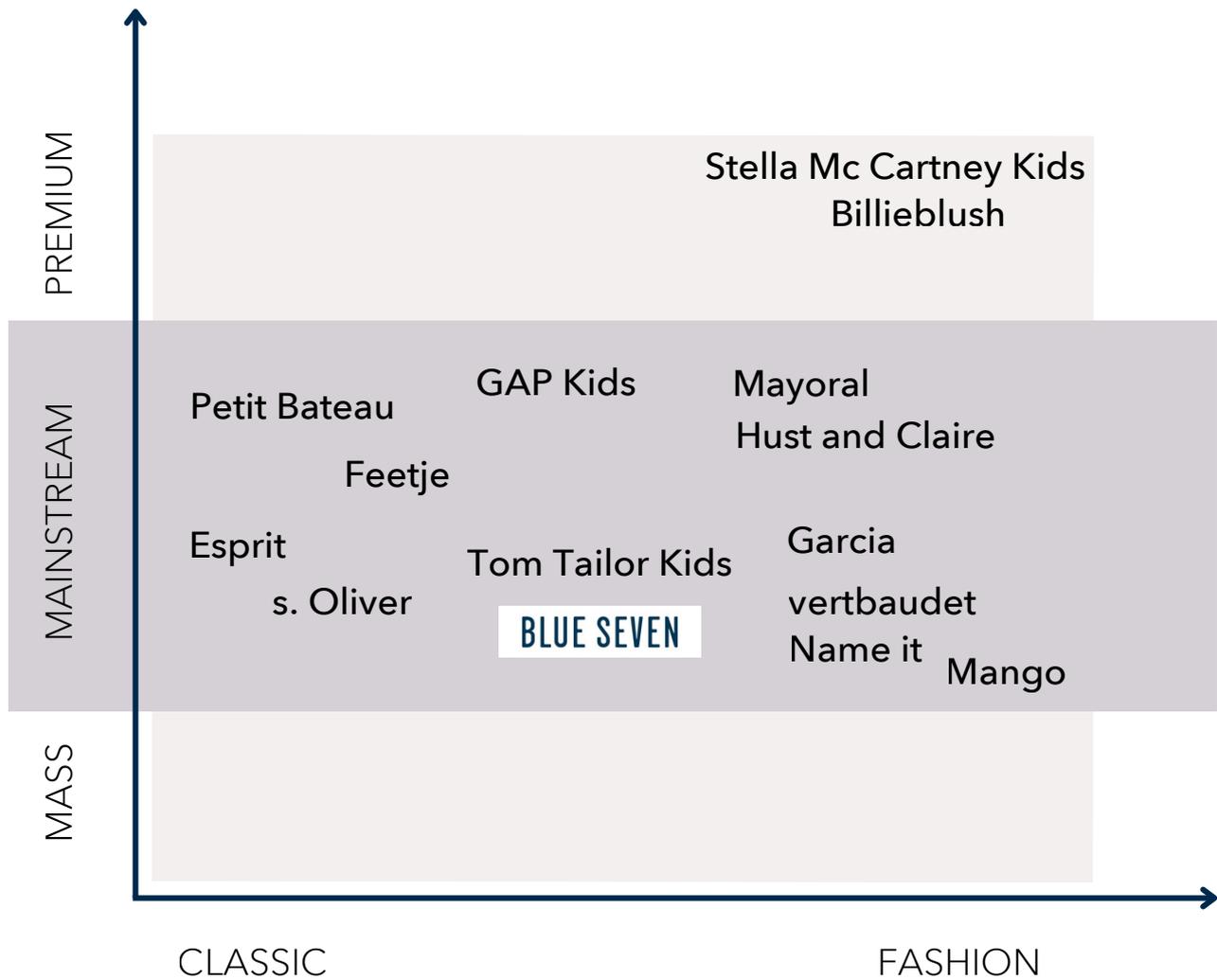
Delivery period: July, August, September

CORE PRICES

Shirts:		7,99€ - 29,99€
Blouses/ Shirts:		25,99€ - 39,99€
Knitwear:		27,99€ - 39,99€
Sweatshirts:		22,99€ - 39,99€
Trousers:		22,99€ - 37,99€
Dresses:		14,99€ - 35,99€
Outdoor:		39,99€ - 59,99€

BLUE SEVEN

NEW BORN / MINI KIDS / KIDS / TEENS



SHOWROOMS

Neuss



Munich



Oberstufen



WE ARE BLUE SEVEN

Contact us, we look forward to hearing from you! Stay up to date and follow us at:

-  @bluesevenkids
@bluesevenfashion
-  Blue Seven
-  Blue Seven
-  www.blueseven.com



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