

SPRING / SUMMER 2027



BLUE SEVEN

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# BLUE SEVEN

SPRING / SUMMER

2027

## blue

SIZE 36 - 48 / SIZE S - XXL

PAGE 4

## MEN

SIZE S - 3XL

PAGE 20

**Lookbook**  
SPRING / SUMMER 2027

BLUE SEVEN

# blue

Size 36 - 48 / S - XXL

The BLUE SEVEN BLUE line presents a diverse mix of feminine, maritime, and sporty themes. From French inspired looks to relaxed, natural styles and vibrant summer concepts, it offers modern, wearable outfits with strong mix-and-match potential. Lightweight fabrics, flowing silhouettes, and key pieces such as the barrel pants or airy dresses add fashionable highlights.



SWEATER . 147207  
DENIM . 188021

P.04



JACKET . 192042  
T-SHIRT . 105969  
FLARED PANTS . 186230

P.05



DRESS . 184239



SWEATER . 147221  
FLARED PANTS . 186221

SWEATER . 147219  
BARELL PANTS . 186242



CARDIGAN . 147216  
DRESS . 184234

BLUE SEVEN  
blue

P.08



LONG SHIRT . 105980  
FLARED PANTS . 186229  
SCARF . 179500

CARDIGAN . 147217  
T-SHIRT . 105991  
SKIRT . 182082



P.09



DRESS . 184229

BLUE SEVEN  
blue



DRESS . 184232



**T-SHIRT** . 105972  
**BARREL PANTS** . 186233

**BLOUSE** . 180354  
**LINEN BERMUDA** . 186232



T-SHIRT . 105981  
FLARED PANTS . 186235



BLOUSE . 180355  
SHORTS . 186231



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T-SHIRT . 105978  
BERMUDA . 186241

BLUE SEVEN  
blue




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CARDIGAN . 147222  
SKIRT . 182083



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TOP . 100145   
PANTS . 186240

BLOUSE . 180346  
LINEN SHORTS . 186237



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**BLOUSE** . 180362  
**PANTS** . 186240



BLUE SEVEN  
*blue*

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**LINEN DRESS** . 184240

BLUE SEVEN

# MEN

Size S - 3XL

The BLUE SEVEN MEN collection draws inspiration from international metropolises and translates it into clean, modern styles. Minimalist designs, relaxed silhouettes, and fresh color palettes create versatile looks with a high level of comfort.



SHIRT . 302903  
JEANS SHORTS . 345043



POLO . 321221  
CARGO SHORTS . 343601



P.22

SHIRT . 341048  
CARGO SHORTS . 343601



POLO . 321225  
SHORTS . 333069



P.23

T-SHIRT . 302902  
JEANS SHORTS . 345043



**POLO** . 327079  
**JEANS SHORTS** . 345043



**SHIRT** . 341049  
**JEANS SHORTS** . 345043

T-SHIRT . 302917  
JEANS SHORTS . 345043



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SHIRT . 341047



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T-SHIRT . 302914  
JEANS SHORTS . 345043



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BLUE SEVEN  
MEN

POLO . 327084



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T-SHIRT . 324076  
SHORTS . 333074



P.30

**CARDIGAN** . 327085  
**T-SHIRT** . 302920  
**SHORTS** . 343599

**PULLOVER** . 327078  
**JEANS** . 345045

BLUE SEVEN  
MEN



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TRADE FAIRS GERMANY

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Raum E163, Mezzanin  
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**KIDS-WORLD**

**25.07. - 27.07.2026**

Stefan Markgraf, M +49 171 4816639

**FASHION SUNDAY**

**12.07.2026**

Stefan Ott, M +49 171 5309401

**MEN FASHION DAY**

**15.07.2026**

Stefan Ott, M +49 171 5309401

**FASHION SUNDAY**

**16.08.2026**

Stefan Ott, M +49 171 5309401

**FASHION SUNDAY**

**13.09.2026**

Stefan Ott, M +49 171 5309401

**HAMBURG**

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

**FIRST FASHION**

**13.07. - 16.07.2026**

Knut Tessner, M +49 160 93418013

**ORDERPREMIERE**

**02.08. - 07.08.2026**

Knut Tessner, M +49 160 93418013

**HAMBURG**

MesseHalle Hamburg-Schnelsen  
EG-A-01

**KINDERMODEN NORD**

**01.08. - 03.08.2026**

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**MÜNCHEN**

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

**MTC FASHION START**

**19.07. - 21.07.2026**

Alexandra Hornung, M +49 170 1500872

**MTC INTERCOLLECTION**

**08.08. - 11.08.2026**

Alexandra Hornung, M +49 170 1500872

**MÜNCHEN**

MTC Messe-Forum, Haus 1

**SUPREME KIDS**

**17.07. - 19.07.2026**

Alexandra Hornung, M +49 170 1500872

**ULM**

Ulm-Messe GmbH  
**UNITEX FASHION FESTIVAL**  
**19.05. - 20.05.2026**

Alexandra Hornung, M +49 170 1500872  
Stefan Markgraf, M +49 171 4816639

**NEUSS**

**4-KIDZ.EU**

**11.07. - 13.07.2026**

Euromoda, 5. OG,  
Raum B 506-510 (Messefläche)  
Stefan Loch, M +49 171 7310959

**DFD DÜSSELDORF FASHION DAYS**

**22.07. - 29.07.2026**

Euromoda, 4. OG,  
Raum B 401-402 (Blue Seven Showroom)  
Stefan Loch, M +49 171 7310959

**BIELEFELD**

**KATAG MARKENTAG**

**11.11. - 12.11.2026**

Katag AG  
Stralsunder Straße 5, 33605 Bielefeld  
Stefan Loch, M +49 171 7310959

**ROSTOCK**

OSPA Arena, Tschaikowski Straße 45  
18069 Rostock

**ROSTOCKER MODETAGE**

**22.08. - 23.08.2026**

Alena Klimova  
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**SCHKEUDITZ**

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

**QUARTER FASHION & SPORTS ORDER-DAYS**

Women-, Mens-, Kids- & Teens Beachwear

**01.08. - 03.08.2026**

Alena Klimova  
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**QUARTER KIDS ORDERDAYS**

Kidswear

**07.08. - 09.08.2026**

Alena Klimova  
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**SINDELFINGEN**

Häuser der Konfektion 3, 4. OG,  
Raum Nr. 04 & Nr. 05  
Mahdentalstr. 112

**MODEWOCHE I**

Women- & Menswear, Kidswear

**01.08. - 05.08.2026**

Stefan Markgraf, M +49 171 4816639

**MODEWOCHE II**

Women- & Menswear, Kidswear

**22.08. - 26.08.2026**

Stefan Markgraf, M +49 171 4816639

**MESSEN INTERNATIONAL**

TRADE FAIRS INTERNATIONAL

**AUSTRIA**

**SALZBURG**

Brandboxx Salzburg  
Erdgeschoss Shop A4

**HOT**

Tracht & Mode Order Start

**21.07. - 22.07.2026**

**SCHICK**

**02.08. - 04.08.2026**

**JOT**

Kidswear

**21.07. - 22.07.2026**

**NETHERLANDS**

**ASSEN, HOTEL VAN DER VALK**

Kids-, Women- & Menswear

**19.07. - 20.07.2026**

**NIEUWEGEIN, PREVIEW KIDS**

Kidswear

**15.06.2026**

**AMSTERDAM, MODE FABRIEK**

Kids-, Women- & Menswear

**05.07. - 06.07.2026**

**GORINCHEM, TREND Z**

Kids-, Women- & Menswear

**30.08. - 01.09.2026**

**NIEUWKUIJK, TAG DER OFFENEN TÜR**

Kids-, Women- & Menswear

**26.07.2026 & 02.08.2026**

**NIEUWEGEIN, FLEX SCHAURAUUM,**

CAST, Showroom 607

Buizerdlaan 6, 3435SB

**Juli & August 2026**

**POLAND**

**EXPO LODZ**

ALEJA POLITECHNIKI 4 ŁÓDŹ

**19.08. - 20.08.2026**

**ITALY**

**PITTI IMMAGINE BIMBO**

Fortezza da Basso in Florence

**24.06. - 25.06.2026**



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

**B2B**

**SCHON ANGEMELDET FÜR UNSEREN B2B-SHOP? ALREADY REGISTERED FOR OUR B2B-SHOP?**

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