

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



SWEATER . 147221
FLARED PANTS . 186221



DRESS . 184239



SWEATER . 147219
BARELL PANTS . 186242



CARDIGAN . 147216
DRESS . 184234

BLUE SEVEN
blue



LONG SHIRT . 105980
FLARED PANTS . 186229
SCARF . 179500

CARDIGAN . 147217
T-SHIRT . 105991
SKIRT . 182082





DRESS . 184229

BLUE SEVEN
blue



DRESS . 184232



T-SHIRT . 105972
BARREL PANTS . 186233

BLOUSE . 180354
LINEN BERMUDA . 186232





P.14

T-SHIRT . 105978 
BERMUDA . 186241



T-SHIRT . 105981
FLARED PANTS . 186235



P.15

BLOUSE . 180355
SHORTS . 186231



P.16



CARDIGAN . 147222
SKIRT . 182083



P.17

TOP . 100145 
PANTS . 186240

BLOUSE . 180346
LINEN SHORTS . 186237

BLUE SEVEN
blue



P.18

BLOUSE . 180362
PANTS . 186240



BLUE SEVEN
blue

P.19

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



SHIRT . 341048
CARGO SHORTS . 343601



POLO . 321225
SHORTS . 333069



T-SHIRT . 302902
JEANS SHORTS . 345043



POLO . 327079
JEANS SHORTS . 345043



SHIRT . 341049
JEANS SHORTS . 345043

T-SHIRT . 302917
JEANS SHORTS . 345043



SHIRT . 341047



T-SHIRT . 302914
JEANS SHORTS . 345043



P.28

BLUE SEVEN
MEN



P.29

T-SHIRT . 324076
SHORTS . 333074

POLO . 327084



CARDIGAN . 327085
T-SHIRT . 302920
SHORTS . 343599

PULLOVER . 327078
JEANS . 345045



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TRADE FAIRS GERMANY

ESCHBORN In den Häusern der Mode 4 Raum E163, Mezzanin Frankfurter Straße 70-72 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 Knut Tessner, M +49 160 93418013 MÜNCHEN MTC, Haus 3, EG, Raum 13c Taunusstr. 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
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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
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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 M +49 151 15300623
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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 M +49 151 15300623 QUARTER KIDS ORDERDAYS Kidswear 07.08. - 09.08.2026 Alena Klimova M +49 151 15300623

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
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MESSEN INTERNATIONAL
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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
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AMSTERDAM, MODE FABRIEK Kids-,Women- & Menswear 05.07. - 06.07.2026

GORINCHEM, TREND Z Kids-,Women- & Menswear 30.08. - 01.09.2026
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NIEUWKUIJK, TAG DER OFFENEN TÜR Kids-,Women- & Menswear 26.07.2026 & 02.08.2026

NIEUWEGEIN, FLEX SCHAURAUM, 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
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We’re proud to announce that we attained **GOTS (Global Organic Textile Standard)** certification in July 2024.

B2B

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