

BLUE SEVEN

BLUE SEVEN Kids Collections Spring/Summer 2025

BLUE SEVEN KIDS

Embark on a vibrant journey filled with excitement and style courtesy of BLUE SEVEN's sensational new spring/summer 2025 collection! From the most adorable infants to the hippest teens, there's something special for every child. But hold onto your hats, because there's more! Our attire isn't just visually stunning; it's built to endure. We're all about top-notch quality and sustainability, using eco-friendly materials, and ensuring fair labor practices. Within our collection, you'll uncover not just clothing, but genuine companions for your kids' everyday adventures. Let yourself be enchanted by a world of creativity and experience how our dynamic designs inspire the imagination of your little ones!

BLUE SEVEN NEWBORN

NEWBORN GIRLS

***MA CHERIE**

The newborn theme "*ma chérie*" presents adorable styles in delicate colors with a touch of French elegance. From playful bodycon dresses to one-piece suits with a delicate cherry all over, each garment is lovingly designed with gold foil details. Roughened jersey fabrics and ajour rib knit ensure a comfortable fit.

***FLOWER GARDEN**

The "Flower Garden" theme pays homage to blooming spring gardens and celebrates the lightness of spring with floral patterns in white, delicate apricots, and rosé. Soft single jersey fabrics and structured waffle piqués ensure comfort and offer a soft feel. Adorable overalls, airy dresses, and cute rompers make up the range for the little ones and are perfect for their first discoveries on sunny days.

NEWBORN BOYS

***LITTLE BOAT**

"*Little Boat*" transports newborns to a world of seafaring and adventure. In a colour palette of soft light blue, white and dark blue, striped patterns and nautical boat prints bring a breath of fresh air to any baby's wardrobe. Shorts, casual players with polo collars offer stylish and practical options for warm summer days.

***WILD ANIMALS**

Discover the world of wild animals with the styles from the "Wild Animals" range. Inspired by the fascinating animal world of Africa, this range combines natural colors such as off-white, beige, and hazelnut. Whether playful long sleeves, striped rompers, or practical two-pieces - each item of clothing is a loving invitation to discover the world in all its wildness.

BLUE SEVEN

NEWBORN UNISEX

***LITTLE PEAR**

Under the motto "*Little Pear*", the items in the range are in soft shades of off-white and mint green and feature cute pear motifs. The theme includes cosy one-piece suits, soft T-shirts and comfortable trousers, all made from high-quality materials such as 5x2 rib and piqué. The emphasis is on comfort and style with a pinch of playfulness.

***KOALA**

The '*Koala*' theme for Spring/Summer 2025 captures the cuteness and calmness of the Australian favourite in an adorable range of baby clothes. Koala faces playfully adorn overalls, t-shirts and trousers to give little ones an adorable outfit. A subtle knitted cotton stripe and waffle piqué emphasise the comfortable and child-friendly design.

***BASIC**

The "*Basic*" newborn collection for spring/summer 2025 presents timeless classics in soft colours. The simple, stylish knitted items such as rompers, trousers and jackets promise a soft and cosy fit and can be combined with items from the individual ranges.

BLUE SEVEN MINI KIDS

MINI GIRLS

***BUGS AND FLOWERS**

The "*Bugs and Flowers*" theme brings joy and colour to mini kids' wardrobes in the spring/summer 2025 collection. Vibrant floral prints and playful ladybird appliqués on a palette of bright white, vibrant yellow and delicate shades of pink and green express the freshness of spring. From cheerful T-shirts to playful dresses and shorts, each piece is as colourful and dynamic as the little personalities who will wear them.

***BLUE GARDEN**

"*Blue Garden*" - A collection with a blossoming variety of style and comfort. Delicate floral motifs and intricate butterfly appliqués add a touch of spring freshness to every piece. With lightweight muslin, cooling seersucker and soft jersey materials, these garments are made for warm days. The colour palette is flattering with soft off-white, sky blue and deep ocean blue, interspersed with accents in beige. From playful ruffled dresses to practical T-shirt and shorts combinations, the collection has everything you need to see your little ones through the season in style and comfort.

***UNICORN LOVE SWEETS**

In this theme, cute unicorn, candy and rainbow motifs merge with soft pastel shades and vibrant colour accents to create a cheerful symphony of play and fantasy. Innovative details such as fun pocket prints and delicate appliqués with fringes ensure a playful yet comfortable wearing experience. Cute tulle details such as little ice cream scoops and appliquéd rainbows allow little ones to immerse themselves in a world full of fantasy.

***MERMAID**

This charming range enchants with soft pastel colors and playful details. It offers lovingly designed pieces that will make every child's heart beat faster. Delicate shades of pink are complemented by accents in off-white, rose gold and mauve, creating a fresh yet nostalgic colour palette. Highlights of the collection are the padded appliqués and ruffles made of tulle, which give the pieces a three-dimensional and playful touch. Whether it's a T-shirt with a fun "jellyfish appliqué", a dress with beautiful "shell pockets" or dungarees with a cute starfish coming out of the shell pocket - every design is bursting with creativity. Soft fabrics such as textured jersey and waffle piqué add extra excitement.

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***FESTIVE**

The Festive collection for mini girls embraces festive moments with style and playfulness. Each piece, from breezy muslin dresses to cheerful seersucker shorts, exudes elegance and comfort. Pastel-coloured stripes, soft Vichy checks and subtle shades of blue create a timeless aesthetic suitable for both special occasions and everyday fun. Touches of mauve and rose create vibrant accents that round off the collection. This collection promises not only an enchanting look but also freedom of movement and durability - perfect for little party guests who won't sit still when celebrating.

***BASIC**

The Basics collection impresses with its simple elegance and delicate details. The lovingly embroidered T-shirts and dresses in soft shades of pink and deep ocean blue offer the perfect balance between comfort and style. Cardigans with a delicate pointelle pattern and cool biker leggings in a fashionable length fit seamlessly into the wardrobe for the first warm days.

MINI BOYS

***SAFARI**

The "Safari" theme includes clothing in natural tones with animal motifs for little adventurers. Earthy tones of off-white and various shades of khaki create a natural colour palette, while vibrant animal prints and stripes playfully capture the safari theme. Comfortable materials such as soft fleece and waffle piqué fabrics ensure that little explorers are well equipped for their everyday adventures.

***BOAT**

The cute boat sails into the hearts of little explorers with maritime ease. Lively sea motifs and playful appliqués characterise the lightweight T-shirts and comfortable interlock trousers. Solar prints that change colour in the light fascinate the little ones, while fresh colours from aqua to sunny yellow capture the joy of warm days. Functional details such as cute pockets and soft fabrics ensure comfort and durability. Perfect for summer adventures on playgrounds and beyond the seven seas!

***DINO**

The "Dino" collection takes little ones into a world full of prehistoric adventures. Colourful prints and playful details such as the dinosaur-shaped bag and padded 3D appliqués bring fun to the little ones' wardrobe. From cosy jogging bottoms for the playground to soft piqué polo shirts for nursery, every piece is designed for movement and discovery. In a palette that ranges from khaki green jungle shades to sunny yellow, this collection is ideal for the little palaeontologists of tomorrow. Soft jerseys and breathable muslins ensure maximum comfort for all activities.

***MONSTER**

We bring playful creatures into the wardrobes of little ones. With cheerful monsters peeking out of pockets and grinning friendly from soft fabrics, these garments will quickly become favourites. The combination of vibrant tomato red, deep ultramarine and classic white makes every outfit an eye-catcher. Whether it's the cosy fleece trousers or the T-shirts with mischievous flock prints - the clothes are both comfortable and hard-wearing and are fun to wear. Ideal for active children who know no bounds when it comes to imagination and play!

***VEHICLES**

The construction vehicle range for little ones comes in summery colours and features cute print motifs with a bear and a raccoon as the main protagonists. These two ride in different vehicles, familiar from building sites and everyday situations, on T-shirts, sweatshirts and shorts. A mobile application, foam print elements and embroidery are beautiful details that emphasise the quality of the collection. Shorts and a T-shirt with a printed stripe give the whole thing a summery flair.

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***FESTIVE**

The festive collection for the little boys features a stylish selection and focuses on an elegant but comfortable line with classic colours and fabrics for this year's summer season. It includes shirts in seersucker and poplin, either plain or with a woven stripe. The styles in this range are made from comfortable materials that can be worn both casually and elegantly. The waistcoat offers versatile combination options in conjunction with the well-assorted selection of shirts. Overall, the collection offers fashionable looks for both festive occasions and everyday use.

***BASICS**

With a mix of soft sky blue and earthy tones, the collection offers a basis for uncomplicated everyday looks. The soft piqué polo shirts with contrasting stripes and comfy fleece trousers are perfect for playing and exploring. Lightweight denim in different cuts offers versatility and style for the little ones, while the robust materials promise durability for all adventures.

BLUE SEVEN KIDS

KIDS GIRLS

***SPORTY**

This range offers a dynamic selection of girls' clothing, combining fashionable design with an athletic touch. Garments in piqué and T-shirts are enhanced by subtle embellishments such as foil prints. Striped patterns adorn T-shirts and dresses, while playful elements such as embroidery add a touch of fun. The combination of sporty designs and soft, comfortable fabrics makes this collection ideal for active girls.

***LA DOLCE VITA**

With this cute girls' collection, you can enjoy the good life to the full. Playful graphics, reversible sequins and girly embellishments such as chiffon tape and embroidery make this collection an absolute must-have. A cute polka dot all-over and a casual stripe give the whole range that certain something and invite you to a beach holiday in the south.

***FLOWER**

The floral theme blossoms in a garden of style and comfort. Delicate floral prints and playful embroidery characterise this collection, while soft blue tones and creamy white dominate the colour palette. Special highlights include garments with eyelet embroidery, sequins and lovingly designed pockets that make every outfit an eye-catcher. Soft cotton materials promise comfort and freedom of movement - this collection combines quality with child-orientated design for fashion-conscious little girls.

***OCEAN**

The "Ocean" range includes playful styles with maritime accents. Gold foils, sequins and sewn-on chiffon flowers are stand-out features that lend the pieces a touch of elegance and festivity. Textured fabrics such as waffle piqué and interlock with printed stripes offer visual interest as well as comfort. Sophisticated details such as shell-shaped pockets and movable appliqués provide playful elements. In terms of colour, calming tones such as off-white, dark blue and delicate shades of pink dominate, underlining the ocean theme and creating a fresh summer palette.

***UNICORN**

The "Unicorn" range takes you into a world of fantasy and magic. With sparkling glitter, vibrant rainbow prints and dazzling sequins, every item of clothing captures the magic of a fairytale kingdom. Rainbow-look tulle offers enchanting design as well as breezy comfort for warm summer days. The colour palette of bold melon, turquoise and azalea neon underlines the cheerfulness and energy of the collection, ideal for little explorers with big imaginations.

BLUE SEVEN

***MILLEFLEUR**

The "Millefleur" collection celebrates the lightness of the warm season with a sea of flowers. The fresh floral patterns, which dance on lightweight fabrics such as cotton-elastane mix together with little hummingbirds, are perfect for sunny days and add a playful touch. Details such as gold glitter prints, delicate ruffled edges and crocheted pockets add charm and uniqueness to the pieces. In colours ranging from white to calming sea green and cheerful beige, this collection offers a sweet and comfortable style for every day.

***HORSES**

This summer, the horse range comes in colourful shades of pink and pink and a fresh white. Beautiful prints with glitter and foam print, as well as reversible sequins and multi-coloured moss embroidery will make girls' hearts beat faster. The highlight of this little collection is a cute dress with a tulle skirt and oilfoil print.

***ESSENTIALS**

This year's Essential collection features versatile styles and a cheerful colour palette with a focus on pink and navy blue. The focus is on garments with glitter details and colourful motifs, including dresses, T-shirts and leggings. Matching looks made from comfortable sweat fabric, as well as airy tulle skirts and lightweight cardigans round off the collection. The basic pieces can be easily combined with other ranges and are perfect for everyday adventures.

***TROUSERS, SHORTS, DENIMS**

A diverse selection can be found in the woven bottoms. The range includes breezy seersucker shorts in vibrant stripes and Vichy checks that offer both style and comfort for warm days. Chambray trousers and shorts combine a relaxed fit, ideal for casual outfits. The denim pieces range from classic jeans to colourful twill options, all with practical details and a child-friendly fit. This range combines durability and lightweight materials to create a versatile foundation for a child's summer wardrobe.

***DRESSES**

For spring/ summer 2025, **BLUE SEVEN** once again presents an enchanting selection of dresses for young girls, characterised by their variety of fabrics and patterns. With a range of fabrics including seersucker, tulle and muslin, each design displays a unique flair, from delicate dobby and pleated textures to vibrant prints. Enriched with pastel and bold colour tones, this collection ensures that every girl will find the perfect dress for any summer event or everyday adventure.

***SWIMWEAR**

BLUE SEVEN's swimwear collection for spring/ summer 2025 caresses young mermaids with playful and practical designs. Sparkling rainbow glitter swimming costumes meet cute, ruffled two-pieces and long-sleeved swim shirts that offer both style and protection under the sun. Elements such as cute ruffles, shimmering sequins and vibrant mermaid prints add a touch of fantasy to each piece. Made from comfortable, quick-drying materials, these swimming costumes and bikinis are perfect for endless splashing and beach adventures.

***NIGHTWEAR**

The sleepwear collection series combines cosiness with playful motifs for little ladies' dreamtime. Whether it's colourful butterflies or the joy of a rainbow, each piece captures childlike wonder with vibrant patterns and soft colours. From t-shirts with little fairies and matching shorts to breezy nightgowns with ruffle details, each set offers the perfect mix of comfort and style for warm nights. This collection invites you to dream and guarantees sweet dreams in high-quality, soft materials.

KIDS BOYS

***OCEAN**

Little adventurers will find their new favourite pieces here. Inspired by the magic of the oceans, the collection combines playful sea creatures with functional details such as T-shirts with original pockets and interactive appliqués that stimulate the imagination. Solar-active prints add a touch of magic by changing their appearance in the sunlight. The colour palette ranges from calming ocean blue and fresh lagoon green to energetic orange.

BLUE SEVEN

***BALLS**

This collection presents a fresh, child-friendly selection of leisurewear. With a variety of printing techniques, including flock printing, high density prints or embossed foil prints, the garments are visually appealing. T-shirts, hoodies and shorts, which feature sports-inspired motifs such as various balls and other playful elements, come in neutral tones such as white, mid-grey and anthracite, accentuated by vibrant prints and details such as pockets and mobile applications.

***HOLIDAY**

Welcome to summer adventure with the "Blue Seven" Holiday collection! This vibrant selection of casual wear brings fun and colour to every day with high-density prints and flocked motifs. Colour-wise, a bright and bold spectrum from white to green to bright orange dominates, making the collection ideal for a cheerful holiday mood.

***DINO**

This year's dinosaur collection comes in fresh shades of blue, yellow and green and is combined with a rich olive colour. Fun prints and interactive details such as movable teeth and spikes give the range a playful character. Highlights such as a shirt with a lenticular print, an embossed print or a shimmering foil print are the flagship of this collection and should not be missing from any wardrobe.

***BEACHRIDE**

"Beachride" offers a casual selection of children's clothing with a strong focus on leisure and comfort. Whether it's casual polo shirts or cosy sweatshirts in soft quality, the designs are both robust and fashionable and every piece in this range is a little discovery. The colour palette is more on the natural side with off-white, flamingo red, khaki and beige, evoking a relaxed beach vibe. This collection combines fun and functionality and is ideal for playful days outdoors.

***VEHICLES**

The "Vehicles" collection presents a vibrant selection of children's clothing with a clear focus on means of transport. It includes T-shirts with foam print details and embroidery depicting a variety of vehicles, from construction machinery to tractors and trains. The colour palette ranges from classic white to vibrant turquoise and bold tomato red, making the pieces particularly eye-catching. One highlight is a sweatshirt with a foam and flock print that shows off a range of colourful vehicles. The collection is playful and functional, designed to stimulate children's imaginations and accompany their daily adventures.

***MONSTER**

This playful and colourful little monster series will put a smile on everyone's face. There are T-shirts with foam and high-density print, as well as a thermochromatic print that changes colour when the temperature changes. The sweat jacket and trousers have movable teeth and horns and emphasise the playful character of this collection. The cheerful colour palette of orange, yellow and aqua tones is perfect for summer.

***SOCCER**

The football range for this summer comes in a fresh mint colour combined with black and white. The collection features T-shirts and tank tops with sporty motifs with foam, highdensity and embossed print. There is also another great jersey-style set that will make every footballer's heart beat faster.

***FESTIVE**

The festive range for this summer impresses with elegant and comfortable styles. The focus is on high-quality fabrics such as seersucker, piqué and muslin in neutral and classic shades of blue. The selection includes a variety of trousers - with classic and relaxed fits. An elegant blazer and matching waistcoat in beige and dark blue complete the collection and offer a wide range of possible combinations. The range is rounded off with stylish shirts and polo shirts, some plain-coloured and some with subtle stripes, which are suitable for both formal and casual occasions.

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***ESSENTIALS**

The Essential range for boys offers colourful prints for a relaxed yet stylish look. T-shirts with summery prints, such as maritime motifs, stripes and palm trees, are great companions for the warm season. Shorts and jogging trousers in various shades of green and blue are both casual and practical and offer everyday comfort thanks to materials such as piqué and cotton fleece. The sweat cardigans and sweat jacket round off the collection and add a touch of sophistication with details such as a high-density print or embroidery. This collection ensures that the little ones are well equipped for all summer leisure activities.

***TROUSERS, SHORTS, DENIMS**

Versatile denim basics are also available for boys. It includes a choice of a fashionable denim jacket, shorts and trousers in different qualities and shades of blue, from light denim to deep indigo. The collection is characterised by lightweight fabrics, making it ideal for warmer days, and focuses on casual designs with practical features such as elasticated waistbands. Overall, the collection offers hardwearing and stylish options for the everyday life of young adventurers.

***SWIMWEAR**

The swimwear is colourful and child-friendly, perfect for fun in and around the water. It includes a selection of swimming trunks and sun protection shirts printed with cool patterns such as dinosaurs, sailing boats and sharks. Textured materials such as seersucker and comfortable microfibre with mesh lining offer practical functionality and comfort. The vibrant colours and designs are complemented by mobile applications that add a playful and interactive aspect. The line combines protection from the sun with stylish and practical elements for young swimmers.

***NIGHTWEAR**

The sleepwear range offers comfortable and fun pyjamas for children. Each set consists of a short-sleeved top and shorts, with designs featuring cool and child-friendly motifs such as dinosaurs, wild sharks and heavy vehicles. Some pieces feature special details such as flock and foam prints, which give the pyjamas a textured and interesting feel. The colourful patterns and mobile applications are not only visually appealing, but also encourage interactivity. Overall, the collection combines comfort and creativity to give children a happy and enjoyable bedtime.

BLUE SEVEN TEENS

TEEN GIRLS

****Charming coolness: Our Teen Girls collection in the spotlight***

Ready for a stylish summer look? The brand-new Teen Girls collection combines cool style with playful sophistication. From trendy ruffles to hip skirts and dresses, the collection offers a wide range of variations to create the perfect summer look. With eye-catching prints and trendy crop cuts, teenagers can express their personal style and stand out from the crowd. Whether relaxing on the beach or strolling through the city, the collection offers comfortable and trendy outfits for every summer adventure. Discover the variety of the collection and find your new favorite pieces for an unforgettable summer!

BLUE SEVEN

TEEN BOYS

****Teenage Dynamism: Explore the Diversity of the Teen Boys Collection***

Our latest Teen Boys collection is packed with trendy must-haves that will elevate any wardrobe to the next level. From soft hues to eye-catching statement pieces, we offer a selection that allows for creating an individual look. For the ultimate coolness factor, we provide oversized styles that are not only comfortable but also ensure a strong presence. A wide range of materials and textures offers teens comfort and enables them to perfect their style in any situation.

Discover the refined selection of our exclusive Teen Boys collection. Whether it's bold patterns or timeless elegance, you're sure to find the perfect fit in our diverse range. From casual cargo pants that combine functionality and style to trendy beachwear perfect for relaxed days by the beach or pool, we offer a comprehensive selection of garments that cater to the needs of young men.

BLUE SEVEN

BLUE SEVEN is a brand of Heinrich Obermeyer GmbH & Co. KG, a traditional company based in Oberstaufen. For over 90 years, this textile specialist has been synonymous with quality, product diversity, sophisticated design, and creativity, making it one of the major, globally active players in the European apparel industry. The brand releases several new collections annually for Women, Men, the young women's line "Blue", Teens, Kids, Mini Kids, and New Born. Each year, more than 7 million pieces are produced and distributed in over 40 countries.

The newly redesigned showrooms are located in the order centers of Eschborn, Hamburg, Munich, Neuss, Oberstaufen, Schkeuditz, and Sindelfingen.

Marketing/PR

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