



BLUE®

SPORTSWEAR

LOOKBOOK SS 24



The lookbook



PHOTO 1
240140 ALMIRA DRESS NEW NAVY



PHOTO 2
240146 AMANDA DRESS NEW NAVY



PHOTO 3
230166 JULIANA DRESS HEAVEN



PHOTO 4
240125 APRIL SHIRT HEAVEN
240180 BINE SKIRT DARK KHAKI



PHOTO 5
240166 BETT SWEAT MILK
240167 BIBA TIGHTS NEW NAVY



PHOTO 6
240166 BETT SWEAT NEW NAVY





PHOTO 7
240160 BEATE SWEAT MILK
240162 BIBI SKIRT MILK



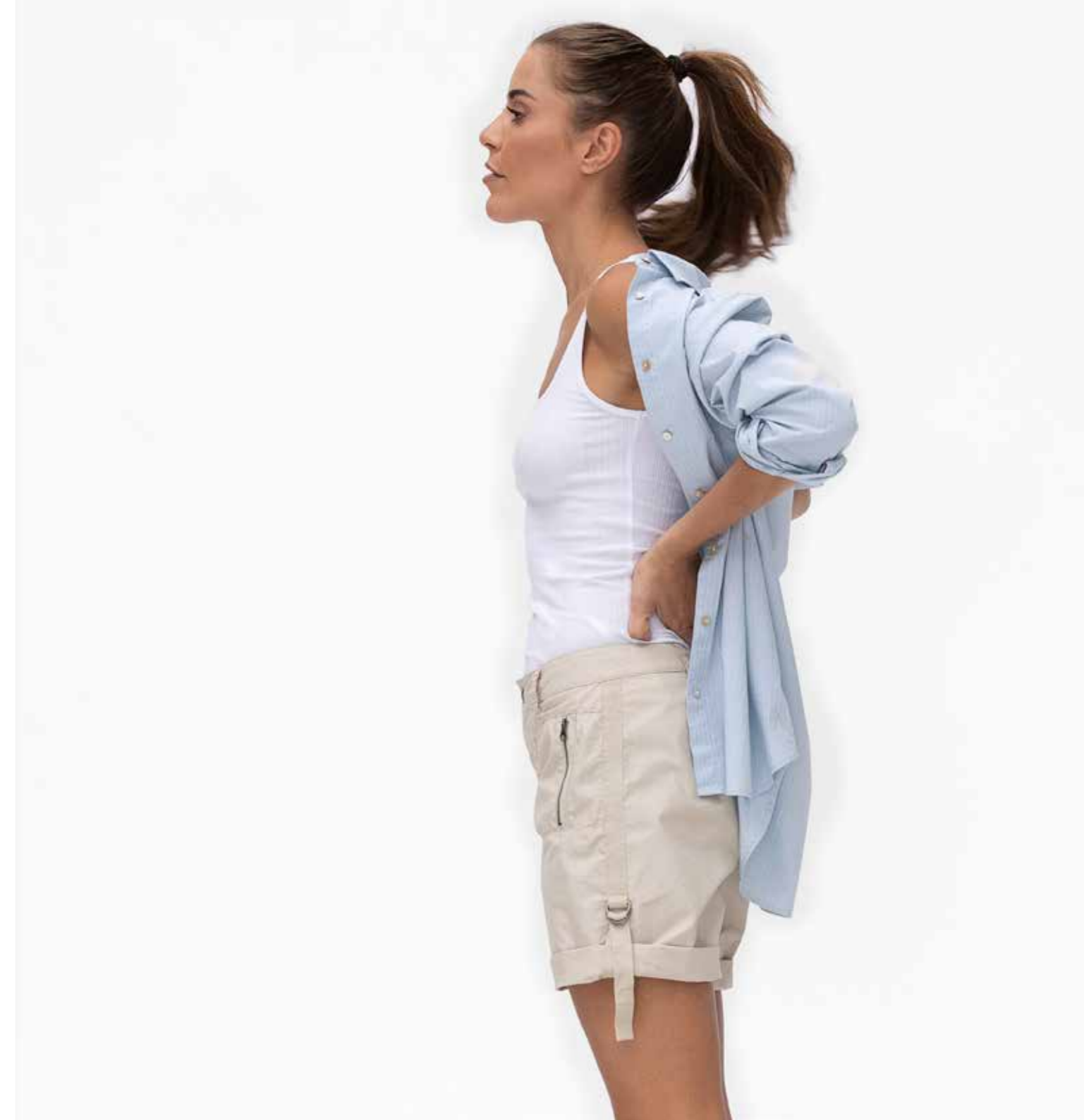
PHOTO 8
1240126 ARIANA SHIRT HEAVEN STRIPED
240190 BLUE ICON PANTS FRESH BLUE



PHOTO 9
240150 ASMA BLOUSE ECRU/FRESH BLUE STRIPES
240191 BLUE ICON SHORTS FRESH BLUE



PHOTO 10
240160 BEATE SWEAT FRESH BLUE
240190 BLUE ICON PANTS FRESH BLUE





Cap de Blue





PHOTO 11
240150 ASMA BLOUSE ECRU/NEW NAVY STRIPES
240155 ADDISON SHORTS ASHLEY BLUE



PHOTO 12
240157 SOREL RIB TANK TOP ECRU/NEW NAVY STRIPES
240119 ANEKE PANTS DARK KHAKI



PHOTO 13
240133 ALMA RIB DRESS ECRU/NEW NAVY STRIPES



PHOTO 14
240171 BARBARA POLO BLOUSE ECRU/NEW NAVY STRIPES
240172 BARBARA BERMUDAS ECRU/NEW NAVY STRIPES



PHOTO 15
240157 SOREL RIB TANK TOP ECRU/NEW NAVY STRIPES
240176 BINE ANCKLE CUT PANTS NEW NAVY



PHOTO 16
240150 ASMA BLOUSE ECRU/NEW NAVY STRIPES
240154 ADDISON PANTS NEW NAVY



Blue catwalk in white & green



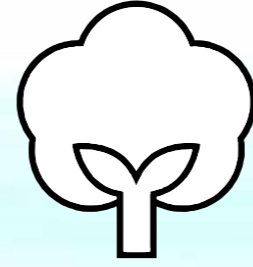
PHOTO 17
240133 ALMA RIB DRESS ECRU/SPRING GREEN STRIPES



PHOTO 18
240110 AGNES KNIT SPRING GREEN MELANGE
240132 ALETTE RIB PANTS ECRU/SPRING GREEN STRIPES



PHOTO 19
240111 ASTA KNIT SPRING GREEN MELANGE
240132 ALETTE RIB PANTS ECRU/SPRING GREEN STRIPES



We use long fine fiber
PIMA COTTON
so our products last longer

Designed to last





PHOTO 20
240100 AUGUSTA JACKET SEA
240176 BINE ANKLE CUT PANTS DARK KHAKI



PHOTO 21
240113 ALEXANDRA KNIT SEA
2240120 ANEMONE SKIRT SEA



PHOTO 22
240126 ARIANA SHIRT SEA
240177 BINE SHORTS DARK SEA



PHOTO 23
240182 BIRKA VELVET POLO DRESS SEA
240192 ALABAMA BAG SEA





PHOTO 24
240144 ANNABEL TEE DARK KHAKI
2240120 ANEMONE SKIRT KIT



PHOTO 25
240112 AIA KNIT CHALK
240155 ADDISON SHORTS WHITE



PHOTO 26
240128 ASTRID JUMPSUIT KIT



PHOTO 27
230166 JULIANA DRESS CHALK MELANGE



PHOTO 28
240148 ANNEISE BLAZERS DARK KHAKI/KIT STRIPED
240121 ANISETTE TROUSERS DARK KHAKI/KIT STRIPED



PHOTO 29
240111 ASTA KNIR CHALK MELANGE
230151 JASMINE TROUSERS WHITE



PHOTO 30
240181 BIRKA VELVET BLOUSE IRON GREY
240183 BIRKA VELVET PANTS IRON GREY



IT'S
WHITE
BEIGE
& GREEN
BY
BLUE





PHOTO 31
240161 BIANCA SWEAT JACKET MILK
240118 ANITA SHORTS CHALK



PHOTO 32
240160 BEATE SWEAT MILK
240120 ANEMONE SKIRT DARK KHAKI



PHOTO 33
240113 ALEXANDRA KNIT CHALK
240114 ANNEMARIE TROUSERS WHITE WITH STRIPED TAPE



PHOTO 34
240126 ARIANA SHIRTS WHITE
240176 BINE ANCKLE CUT PANTS CHALK



PHOTO 35
240129 ASHLEY DRESS KIT



PHOTO 36
240103 ARVEN TEDDY JACKET SMOKED POWDER
240116 ANIKA TROUSERS CHALK



PHOTO 37
240136 ALPHA TEE WHITE
240169 BEATRICE PANTS SMOKED POWDER



PHOTO 38
240175 BINE BLOUSE SMOKED POWDER
1240123 ANTONIE SHORTS IRON GREY



PHOTO 39
240130 ATHENE SHIRT WHITE
240119 ANEKE PANTS SMOKED POWDER





PHOTO 40
240104 ANNA JACKET SMOKED POWDER
240105 ANNA PANTS SMOKED POWDER



PHOTO 41
240143 ANY TOP WHITE
240120 ANEMONE SKIRT SMOKED POWDER



PHOTO 42
240103 AVEN TEDDY JACKET KIT
240179 BOA CAPRI PANTS SMOKED POWDER



PHOTO 43
240127 ARIEL SHIRT DRESS SMOKED POWDER



PHOTO 44
240112 AIA POLO KNIT SMOKED POWDER
240114 ANNEMARIE TROUSERS CHALK MELANGE WITH TAPE



PHOTO 45
240175 BINE BLOUSE SMOKED POWDER
240114 ANNEMARIE TROUSERS IRON GREY WITH TAPE



Spring Summer Sun





PHOTO 46
240130 ATHENE SHIRT GOLDEN MIST
240123 ANTONIE SHORTS CHALK MELANGE WITH TAPE



PHOTO 47
240150 ASMA BLOUE ECRU/GOLDEN MIST STRIPES
240177 BINE SHORTS GOLDEN MIST



PHOTO 48
240143 AMY TOP GOLDEN MIST
240117 ANNIE SKIRT CHALK



PHOTO 49
2401075 BINE BLOUSE GOLDEN MIST
240114 ANNEMARIE TROUSERS WHITE WITH TAPE



PHOTO 50
240136 ALPHA TEE SUNRISE
240154 ADDISON PANTS SOFT ROSE



PHOTO 51
240182 BIRKA VELVET POLO DRESS SUNRISE

A woman with long blonde hair, wearing a beige ribbed V-neck sweater and white wide-leg trousers, is walking towards the camera in a modern, brightly lit interior space. The space features large glass walls and a polished floor. In the background, there are reflections of people and objects, including a man in a green shirt and a man in a grey shirt. The overall atmosphere is clean and contemporary.

Blue here, there & everywhere



THANK YOU PHILINE & IDA

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