

# BLUGIRL

*Blumarine*

Blugirl Fall-Winter 2023/24 collection

The garden is one of the most inspirational locations in literature and, with the Fall-Winter 2023 collection, Blugirl pays homage to this special place through the innate beauty and ambivalence of the rose. Along these lines, a collection has been developed for the new season that accentuates the female body, designed for a confident, irreverent woman, who shows her sass through a unique sensuality.

Blugirl plays on four themes for the FW23 season, named Suit Game, Fresh Sensuality, Passion Calling, and Gentle Touch, all of which include complementary accessories as the perfect merchandising to complete a high-impact ready-to-wear collection. A set of fresh and exciting offerings with personality marked by prints, colour, and attention to detail.

SUIT GAME – A preview of the collection in which an explosion of champagne-coloured roses against a dark blue background is paired with snug-fitting, sensual lines, taken to the extreme in the jumpsuits, offered in either solid colours or patterns to match the printed shirt dress which, if worn open, becomes a perfect overshirt for a contemporary and versatile look. The looks are completed by two handbag designs in two colour variants, a belt with the classic rhinestone 'B' design, a scarf in line with the print featured in the collection, and a shopper.

FRESH SENSUALITY – in this collection, the looks are marked by shades of blue, white, and pink with touches of red on the accessories and on the shoes for an unconventional twist and to create a colour contrast that adds vibrancy and character. The ubiquitous watercolour floral print is enlivened by multiple applications on diaphanous fabrics like voile and figure-hugging knitwear. The garments in this collection are mainly designed for special occasions and their versatility means they can be reinterpreted for everyday wear if paired with denim and knitwear. The bags are fundamental to complete the collection - the carryover bag in two sizes and different colour variations, the faux fur and rhinestone mesh butterfly-shaped clutch, the faux fur belt, two printed scarves and the shoes - all in line with the RTW collection, as well as the collar with printed interior and printed faux fur exterior, the faux fur sleeves with maxi rhinestone butterfly, and also the poncho with mood-matching fur collar to warm up the looks. The gloves - both long and short - are all coordinated and feature instantly recognisable accents.

PASSION CALLING – this theme is based on two colours combinations, i.e. greens paired with either bright pinks or greys and also red paired with whites and camel highlighted by the gold features in the outerwear and the Lurex knitwear. Contrasting masculine and feminine moods tone down the romanticism of the rose-print dresses and scarves, with cool wool and houndstooth suits featuring a mixture of natural tones and bolder colours, making for an unusual and playful collection of offerings. All-over-prints on the knitwear recreate inlay and embroidery techniques, creating patterns in which the different sizes and stylised shapes create three-dimensional effects which are emphasised by faux fur outerwear and printed and embroidered jacquard items.

The tones of the complementary accessories include black and croissant, alabaster, green bay, and lady pink, while floral prints reappear in the scarves, on the collars and on the reversible cape, whose other side features an animal print coordinated with the bag.

GENTLE TOUCH – all-over-print monograms, studs, rebrodé lace embellished with jewel buttons, rhinestone roses and hand embroidery with a 1920s feel, take centre stage in this latest collection designed for special occasions for a woman with character but a romantic soul. This contrast is strengthened and accentuated by the use of black to embolden the blush pink, which adds a gentle touch standing out against the baby leopard print. The overall effect is lent sparkle and glamour by the jewelled embroidery and rhinestones, the central theme of the collection. These characteristic features are highlighted by the use of a special tag applied to a selection of garments identified within the entire collection as the "Blu diamond" selection.

In line with the mood, the rhinestone detail also appears on the accessories, as in the butterfly detail on the classic Blugirl bag.

The Blugirl FW23 collection expresses the multifaceted concepts of seduction and femininity, through a collection of garments with an unmistakable style.