

BLUGIRL

FALL-WINTER 2024

There's no future without past, and Blugirl, with the Fall-Winter 2024 collection, celebrates its heritage giving it a contemporary and seductive twist. For the new season Blugirl has outlined a collection that puts in the foreground the female body but with a strong attitude, for a confident and irreverent woman who is not afraid to challenge the traditional aesthetic canons even paying tribute.

The collection themes reflect the distinctive features of the Maison revisited for a ready-to-wear collection with a strong yet chic style. A total look that revolves around a monochrome palette, with a great variety of coordinated garments and prints to mix and match with each other.

The pre-fall collection brings back the concept of basic knitwear and the unforgettable 50s twin-set. Micro cardigans, body embracing sweaters and the classic Korean perfectly match sleeveless tops, turtlenecks and half sleeve chokers. You can not miss the detail of the micro-button in ton sur ton satin that, along with the combinations of knitwear with lingerie and printed pencil skirts in satin, take us back to the hyper-feminine and seductive catwalks of the past taste.

The color, which has always distinguished past collections, gives character and energy to a wide range of neutrals ranging from white to black, passing through the warm and enveloping toasted coconut, cold gray ice and graphite. Even the iconic and inevitable baby doll pink mitigates its timeless romance by approaching the cherry marmalade and cherry red, charging with passion and sensuality.

The rose print, always a must of the brand, is mixed with the united colors and goes from being a pictorial element to a material one, becoming the protagonist thanks to inlays and embroidery. Once again, the past is mixed with the present, the geometric, the animalier and the floral to create new combinations that distinguish the collection. Examples are shirts and trousers in satin with print placed, enriched with in tone light points that give it three-dimensionality, enhancing the graphic elements.

The denim proposal also this year affirms its presence through decisive washings and increasingly relaxed fits. The cargo is a must, for a right combination of male and female.

The cardi-coat with pink inlay on the back and waist belt that dries the figure enhancing the shapes, is designed for the contrasts of proportions, leitmotifs of the collection. Slim cargo and wide legs, men's trousers and palazzo trousers go well with the small and tight volumes of ribbed knitwear with a gold chain belt. Micro skirts, tight knit dresses and high-waisted cigarette trousers are designed to be paired with oversized blazers with pronounced shoulders for a magnetic contrast between male and female. Sheath dresses and midi skirts from the screwed line are perfect if combined with the inevitable "bluV" to which has dedicated a particular attention to pay homage to the past.

From the printed versions, now unmissable to reiterate once again the identity of the brand, to their version in solid color, to get to the proposal enriched with embroidery and applications in the most special versions, perfect if played down with cargo color and denim from the strongest treatments for a sudden transition to the contemporary. Once again, the knitwear world has established itself as one of the protagonists of recent seasons, an expression of comfort and elegance. Combed and viscous wool for more sculpted silhouettes and volumes.

More minimal alternate with alpache and carded worked with lace stitches and embroidery in dresses and sweaters for special occasions.

The tailoring of crepe, cady and fresh wool is complemented by the timeless bouclé, in which the classic mix of materials makes it perfect for both special occasions for those more informal.

Even in the world of outerwear, tradition is combined with the latest trends that signal us unmissable items to have in the wardrobe, such as the classic caban in updated version and proposed in beaver-like with maxi jewel buttons, the faux fuzzy fur in which the detail of the printed lining emphasizes the identity of the brand.

Wide and articulated is also the proposal in real leather, from the maxi nail with fringes to the drier one at the waist and with the neck in silver fox look. The rose, the fil rouge of the entire collection, once again reaffirms its importance as a distinctive feature of the Maison, so much so as to recognize the role of the undisputed protagonist of the entire collection.