

# BLUGIRL

*Blugirl Spring/Summer '24 collection*

Blugirl's Spring/Summer 2024 unfolds as a tale titled "Rose's Metaverse," in which the rose takes centre stage as both the brand's iconic symbol and a seamless link between the past and present.

Exuding seductive, unequivocal femininity, this contemporary version of the flower - which features strongly throughout the collection - throws us into a metaphysical world in which body language is expressed freely and spontaneously. Shimmering satins, sequins, and crystals convey an aesthetic that gazes into the future with great curiosity while remaining loyal to Blugirl's traditions and history. The colour palette is inspired by all the hues cast by nature over a bright summer day - from the sparkling night skies in the black and white lit up by crystals, to the first and cool lights of dawn when the inky blue of night gives way to the palest of blues and the soft lilac pinks of *baby blue* and *pastel lavender*, through to the *bachelor's button* turquoise of the sea warmed by the sun, and ending with the rich, warm tones of the sunset where the pieces in the collection are infused with yellows and peaches in all their shades paired with sophisticated earthy tones like argan oil. The collection is strongly centred around occasions such as the parties and ceremonies that the summer always offers. However, there is also a significant, more openly day-to-day theme. The new **Blugirl collection** is structured over four pillars, with a preview capsule supplied at the end of November and separate collections supplied at three dates within the season.

The capsule collection (name: **PRECIOUS HANDMADE**) consists of special garments designed to be worn in a versatile, adaptable manner. Tops, shorts, shirts, and blouses made of hand-embroidered georgette can be paired with each other or with a selection of satin items in the same colours. Each piece also features a different embroidery which works perfectly with all the themes and colours in the collection. The black version of the top is unmistakably tailored for evening events, pairing perfectly with the mermaid slip dress to complete the ensemble, while the alternative colour options are specifically crafted for various ceremonies and special occasions throughout the day, such as the pastel lavender version with its pink choker neck.

The second pillar of the SS24 collection is the **SHIRT**. Contemporary and cool when combined with cargo bottoms or baggy jeans, more formal when worn with a suit, the Blugirl shirt channels sensual yet discreet femininity at the same time. It comes in three placement print versions featuring the brand's iconic motifs, namely the rose and the animal print, and oversized to tone down formality. Embellished by studs and crystals on the collar and cuffs as well as eco-leather details, shirts are paired with either ultra-feminine fit faux leather cargo pants or an oversized version in pastel lavender. Shirts are also presented in a cropped version with wrap fastening and contrasting collar, cuffs, and ribbons, or in a classic design with a two-tone (baby lavender blue and ink blue) print, embellished with shimmering crystals in the same shades to lend a contemporary twist to the flared stretch crepe trousers. The range of shirts offered is extensive, culminating in the fully sequined version in the argan oil tone and the tulle version clad entirely with crystals. All combinable with pencil skirts, cargo pants, or skinny or flared denims.

The third pillar of the SS24 collection is the **DRESS**.

From pretty poplin for everyday wear to viscose-silk or jersey for special occasions.

The poplin dresses are distinguished by their signature rose motif or metallic logo, exuding a basic chic allure, and are available in three different lengths, each featuring a B logo buckle.

The viscose-silk versions include a mermaid fit version which pays homage to the brand's historical designs, celebrating the curves of the female form and enhancing them with prints and colours.

The slinky jersey dress is also ultra-feminine, with its high-rise slit to lend sensual allure or in the curve-hugging slip version.

The collection is completed by the **SUIT**, crafted in stretch crepe and silk cady this season, with new jacket designs to be paired with flares or high-waisted mini skirts; the range is topped with a twist on the coat dress, which -as well as in the classic black- is offered in exciting shades such as ink blue, baby blue, pastel lavender, shell pink, and chalk.

The ready-to-wear Blugirl SS24 collection is rounded off by accessories featuring gentle, flowing lines, such as capes with elegant tone-on-tone edging, monogram ponchos, and vibrantly patterned tulle stoles and scarves. A range of garments with an unmistakable style and sophisticated colours and materials, the collection reinterprets allure and femininity by accentuating and enhancing women's bodies.