

BLUGIRL

Blumarine

The **new Blugirl Spring Summer 2025 collection** celebrates the Blugirl woman - feminine, contemporary, romantic and sensual at the same time, who loves to feel beautiful and comfortable in every situation.

A collection that expresses the Blugirl personality and identity, through an strongly **daily** attitude. Blugirl offers a wardrobe designed to accompany the woman at any time of the day, from work to leisure to the most special occasions, with comfortable and functional garments, but always refined, sophisticated and feminine.

The focus of the season is indeed on the **versatility** and **transversality** of the garments. A special, but at the same time daily collection that is inspired by everyday life, focusing on an **all-day long attitude** without giving up the charm and style that distinguish the brand.

The main **colors** of the collection are neutral tones such as white, beige, black, softened by pastel colors like blue and pink. A touch of military green gives character to suits and patterns.

The **placed prints** characterize the looks making extremely versatile style - from more daily suits composed by pants and shirt with a print inspired by the world of denim to that more occasion in its beige variant, both embellished with the unfailing **iconic rose**.

The rose becomes graphic and metropolitan in its black and white proposal, or romantic in the pictorial version made in blue color. Two interpretations designed to satisfy the taste of women with different personalities.

The prints are also **all over**, with the rose covering pants, shirts and dresses in a very feminine and sophisticated way, suitable for different occasions both formal and informal, by renewing and updating a historical stylistic code of Blugirl.

The **floral element** also outlines embroidery and carvings that become personalizations of shirts, sweatshirts, denim and knitwear, where the deliberately obsessive element of the **rose** gives a special allure and a strong identity.

The **fabrics** are precious, natural, slight and fluid like silk, linen, cotton and even denim, enriched with precious details such as lace, embroidery, ruffles and beads. The crystals of the **patches** that embellish the garments of this collection, are the luminous fil rouge between the linen tailleurs envers satin and the poplin shirt, the t-shirt and the evergreen field jacket.

The **chantilly lace** combined with the crepe and the **rebrodé** one with the jersey follow the actual trends exalting a stylistic code of the Blugirl heritage and at the same time making the tailoring more formal and jersey and sweatshirts feminine.

The proposed **silhouettes** are many: from the most tapered, straight and soft ones to the widest and flared one, creating a volume and proportions playing and embracing bodies with different physicality.

The **shirts** remain one of the most important items in the collection: from those ones in printed silk, to those in poplin with placed print, or characterized by precious crystals. The shirts are a must have of the season with unmistakable Blugirl taste.

The **knitwear**, iconic brand category product, remains even in the summer collection focus and ranges from the daily to the most special moment, from the very slight cotton ribs finished with a rich rebrodé lace, to the ton sur ton hand applied embroidery. Cotton, glossy and opaque viscose **yarns** are absolute protagonists.

The **bottom** (skirts and trousers in multiple fits and volumes) have a function of complement and in their casual/chic expression they serve to decontextualize and dilute the romanticism of some sweater and shirts.

The **dresses** are long or short, with V-neckline, boat neck or heart one, with open shoulders or light sleeves.

Tailoring is not only offered in traditional suits, but also in separate articles that represent service items for less formal looks, with a more contemporary and casual attitude.

Accessories are essential and striking, such as shoulder bags, clutch bags, belts.