

BLU & BLUE

NEWYORK



Blu & BlueDenim redefined for kids

Born from a family heritage of designing and manufacturing high quality clothing for over 35 years, Blu & Blue is premium denim clothing, redefined for kids. We are committed towards lending our fabric and product expertise along with a sense of style to an innovative, eco-friendly, and sustainable new venture.

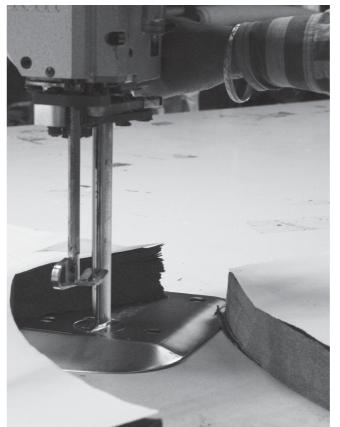
Our passion for creating quality clothing comes from our history and wealth of experience. Our best practices are reflected in the way we design, the quality fabrics and materials we use, and how we make our clothes and how we choose the materials we use. With a vision of creating elevated denim clothing styles, Blu & Blue has taken denim clothing to the next level.

Thoughtfully made from start to finish, we have created our elevated style for infants and toddlers. Our clothing for kids is super soft, tasteful, well made, and most of all a practical expression of contemporary style and quality comfort.

We Invite you to Discover for yourself and your family, a New View of Denim.

FUN FACTS

- Our fabrics are free of lead, phthalates, and flame-retardants
- We test our fabrics for comfort, shrinkage, color fastness, bleeding, durability, and quickly reject any defective materials
- We use solar panels in our facilities to heat up the water used for various denim washes
- We have the capacity to process and treat 300,000 liters of chemical water per day & heat 75,000 liters of water everyday using our solar water heating plant
- Every garment passes through a needle detector to ensure safe garment
- Our clothes are finished with "wet processing" making the clothes feel butter-soft



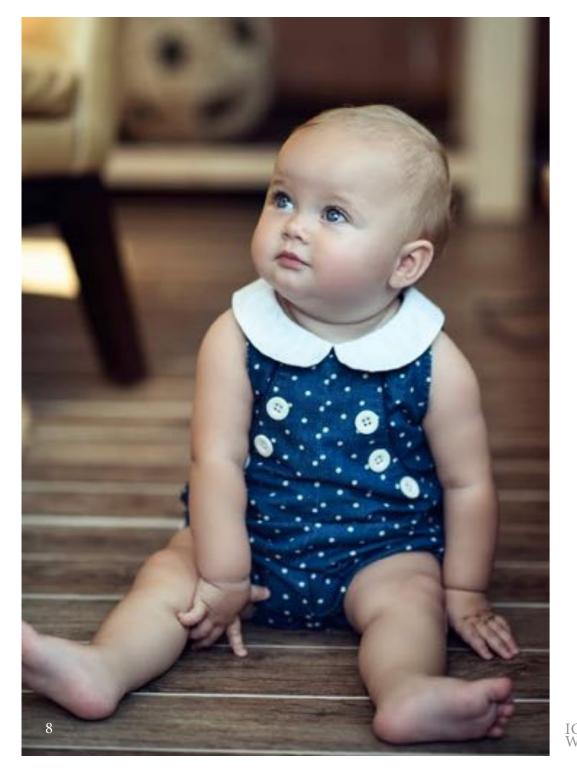
Every button used on each garment is passed through a 16 pounds pressure.



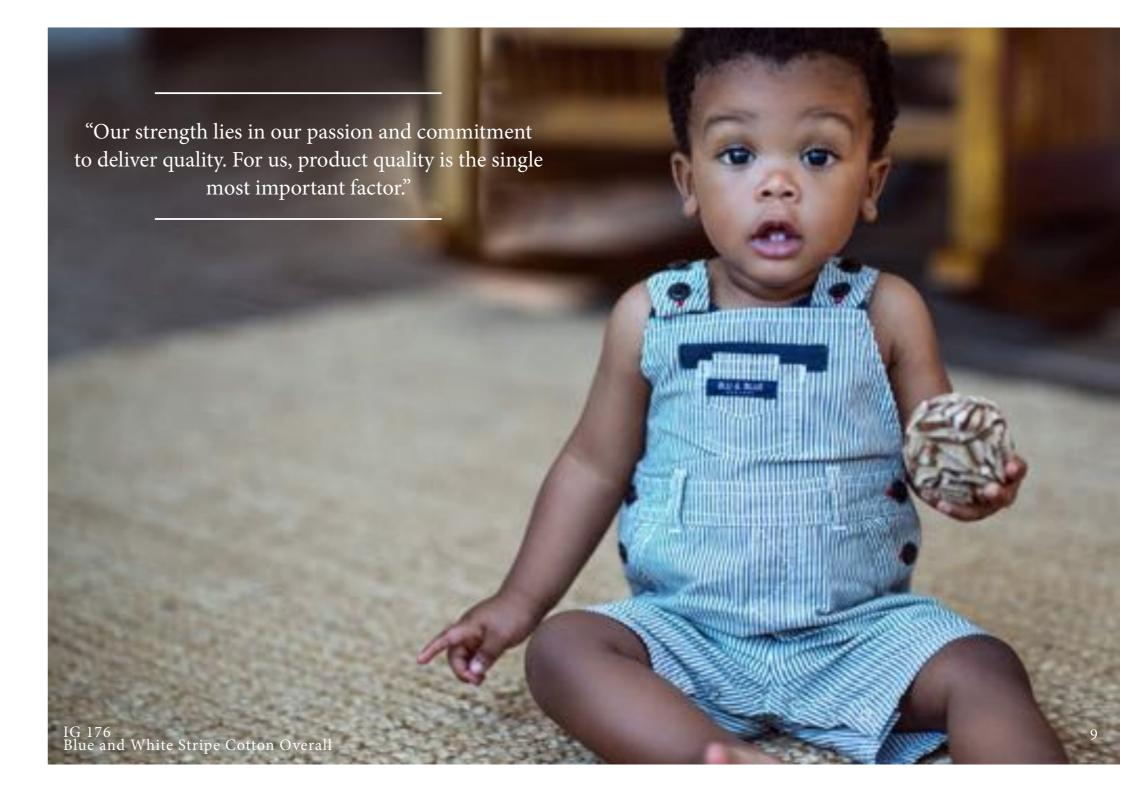


Buttons on for all our garments are passed through 10 passes of thread for secure attachment and strength.





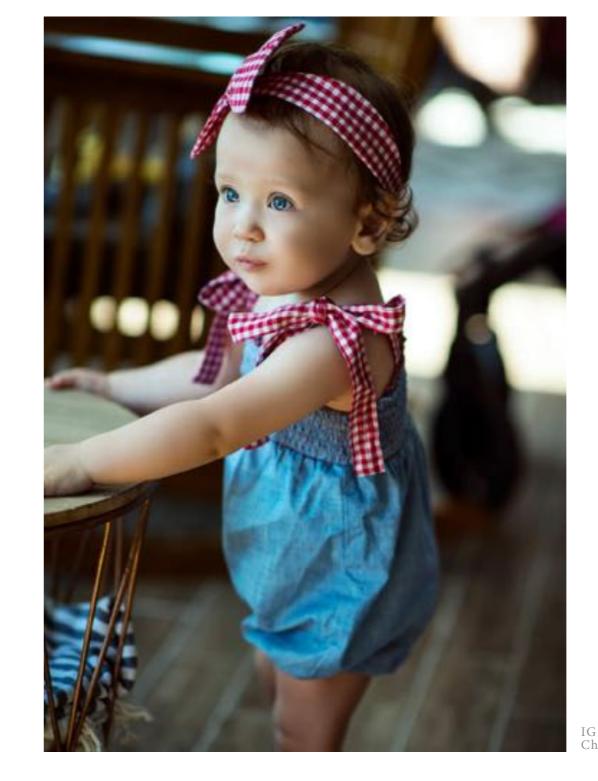
Blu & Blue is denim, redefined for kids. Our denim is ideal for babies and toddlers, tumbling about and exploring the world from the playground to your living room floor. Blu and Blue is like the limitless sky on a summer evening, blue like the pure and deep ocean, full of life and wonderment.



IG 276 Winnie Peter Pan Collar Romper



The Mr. Grey Denim Romper was carefully constructed to bring comfort and style to the little ones. Details from the button placements to the elastic waist with volumed gathering, each component of the garment is thoughtfully designed for a child to experience the world first hand.





IG 226 Mr. Grey Denim Romper

IG 227 Cherry Romper with Smocking







This whimsical Rose Romper set brightens up the denim scene with color and design. The Rose Romper top is lined with a patterned fabric and finished with a soft lace trim. Safety is important to us, therefore our buttons are securily fastened with 10 passes of thread. This child can be seen tumbling around comfortably in this cross-back romper top and matching elastic waist bloomer.



IG 223A Rose Romper Top

IG 233B Rose Romper Bloomer





IG/TG 114 Josie Drawstring Denim Romper







Butter-soft
denim for the little ones







The Drummer Denim Jacket is a one of a kind piece with impecable construction and attention to detail. It is paired with the charcoal colored jeans. Perfect for a formal occasion that can be comfortable all day long.

TB/TG 179 Drummer Denim Jacket TB 184 Color Jeans- Charcoal









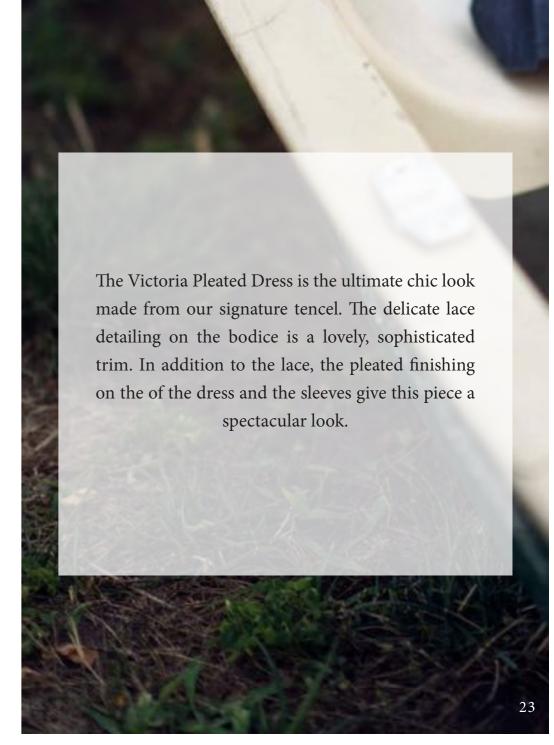


We love what we do

Our products are thoughtfully designed with attention to every detail to provide contemporary style, comfort, and safe garments for your kids. We produce each garment in-house, thus allowing us to control and closely monitor the design and manufacturing process from start to finish to ensure superior quality. Behind each of our products is our family heritage of experience in producing high quality garments for over 35 years.



















Our Basic Denim Quilted Jacket can be a go-to outerwear for juniors. For added detail we included our signature stripe under the collar and cuff to complete the look. Each denim garment in our collection is finished with "wet processing", this will make the denim drape effortlessly and give it a soft look.







KG 202 Chambray Eyelet Embroidery sun dress





Thoughtfully made from start to finish

Our strength lies in our passion and commitment to deliver quality. For us, product quality is the single most important factor.

Our Quality Assurance Department consists of Teams specifically trained to ensure bespoke quality during and post production. State-of-theart technology and control techniques developed over the years have been one of the prime movers to our success. Products are shipped to customers only after final inspection from the Quality Assurance Department.

KG 306 Gold Heart Shirt KG 209 Washed Denim Jeans













Signature Tencel

Made from our signature Tencel fabric and delicate lace this look is a show stopper. Both fabrics compliment each other on the neck detailing of the shirt and in the layered ruffle skirt.

KG 269 Sophia Denim shirt with lace and ruffle KG 270 Sophia Denim Fit and Flare Skirt with Lace and Ruffle





NK 310 French Knot Neck Piece



NK 303 Peter Pan Collar Crystal Neck Piece









Our denim necklaces with embroidered beading is a classic piece that can dress up any outfit. These neckalces can be worn with a dress or button-down shirt tucked underneath the collar. A perfect pick me up!

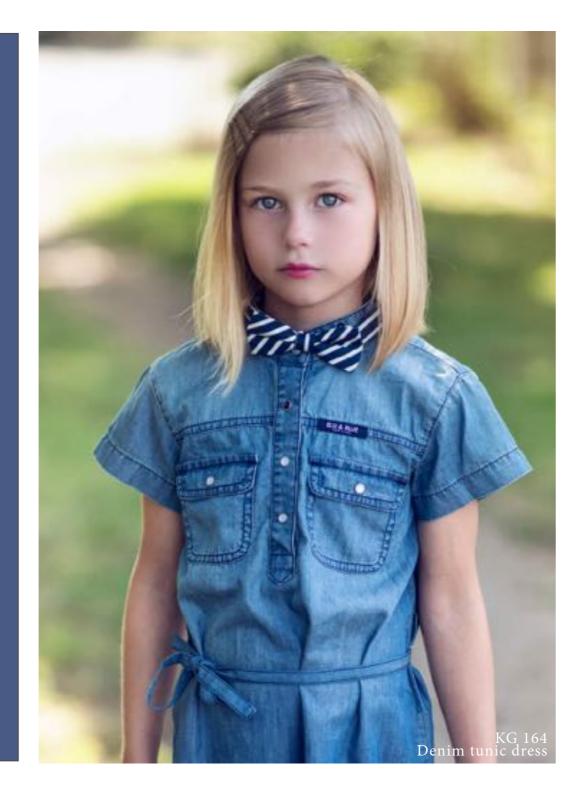
KG 193 Katie Tencel Fit and Flare Dress

Bow Ties

Dress it up with our Bow Ties that has an adjustable strap. With our signature stripe and soft fabric this could go with any outfit.

Flower Pins

Tencel flower pins can be a fun addition to the look. It can liven up a jacket for a special night out with the family.





Pin 300 Red gingham Flower Pin



Pin 301 White Flower Pin



Pin 229 Dark Blue Flower Pin



BT 200 Double Layered White and Blue Buckle



BT 201 Double Layered Blue and White Buckle Bow

Headbands Headbands are made from our softest fabrics and an elastic that is easy to wear. This accessory compliments any look whether it be a play date outfit or a special occasion, adding Blu & Blue headbands will look adorably chic.



HB 295 Light Blue Bow Headband



HB 296 Red Chambray Bow Headband



HB 297 Ikkat Print Bow Headband



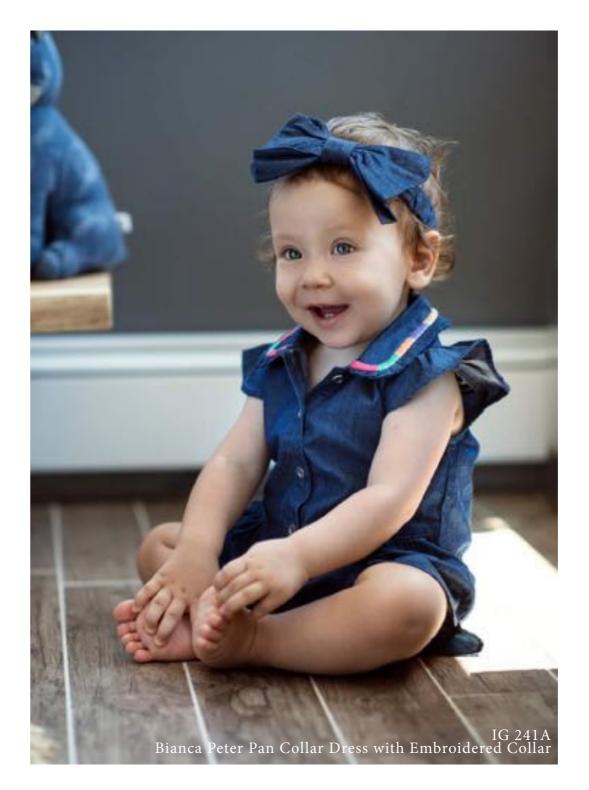
HB 303 Chambray -Tape Bow Headband



HB 293 Red Gingham Bow Headband



HB 294 Dark Blue Bow Headband





HB 298 Denim With Chain Headband



HB 202 Single Layered Blue Hairband with Bow



HB 203 Chambray Hairband with Bow







HT 101 Knit Blue Stripe Light Blue Chambray



HT 309 Red Chambray Sun Hat With Lace



HT 100 Blue Print Solid Chambray Polka Print



HT 307 Blue Chambray Sun Hat With Lace

HATS

All our hats are made from our beautiful chambray fabric giving the accessory an elegant and classic look. Blu & Blue chambray hats are lined with a different print making this accessory beautiful inside and out. It can be flipped up to show the other playful print.

COLLECTION II



IG 168 Matty Star Romper



IG 176 Blue and White Stripe Cotton Overall



IG/TG 124 Penelope Smocked Embroidered Romper





IG 152A Brooklyn Plain Tencel Romper



TG 108 Dress Me Up Chambray Embroidered Romper



IG 165 Pleated Denim Skirtall Dress



IG 170 Bumbelina Chambray Dress



IG 151 Denim Tier Overall Dress



IG 144 Valentina Fit and Flare Dress



IG/TG 186 Kyra Flare Dess



IG 137 Polka Dot Printed Dress With Diaper



IG 148 Fiona Denim Flower Dress



TG 100 Cynthia Bow and Frill Dress



IG 167 Matilda Confetti Full Sleeve Dress



IG 163 Jacqueline Polka Dot Full Sleeve Dress



IG 125 Louise Peter Pan Collar Dress



IG 118 Hailey Powder Blue Embroidery Sleeveless Dress



IG/TG 101 Thelma Peter Pan Collar Box Dress - Cotton



IG/TG 102 Thelma Peter Pan Collar Box Dress - Tencel



TG 154 Rebecca Shirt Dress with Mother of Pearls



TG 104 Charlotte Soft Tencel Dress with Embroidery



TG 177 Lily Chambray Embroidered Dress



TG 150 Alice Peter Pan Double Collar with Bow Top



TG 204 Lori Tencel Polka Dot Shirt Dress



TG 120 Victoria Pleated Soft Denim and Lace dress



TG 166 Denim ruffle shirt



TG 126 Dana Tencel Sleeveless Shirt



TG 110 Double Breasted Denim Trench coat



TB/TG 179 Drummer Denim Jacket



IG/TG 111 Denim Jacket with Sherpa Lining



TG 145 Knit denim Dark Blue Jacket



IG 142A Frilly Soft Tencel Bloomer



IG 142B Frilly Soft Tencel Bloomer



IG 122 Balloon Skirt with Bow



TG 116 Betty Cotton Denim Eyelet Embroidery Shorts



TG 153 Eva Stretch Denim Skirt with Silver Buttons



TB 160 Distressed Washed Denim Jacket



TB 159 Fully Lined Double Breasted Denim jacket



B&B 050 Denim Jacket with Floral Embroidery



IG 188 Stretch Dark Denim Jacket



KG 161 Polka dot shirt



KG/KB 197 Basic Denim Quilted Jacket



KG 123 Patricia Denim Embroidered Top



KG 129 Tencel Pleated Blouse



KG 195 Polka Dot Shirt



KG 131 Roxy denim Shirt Dress



KG 141 Bella Polka Dot Dress



TB 184 Color Jeans- Charcoal



TB 183 Color Jeans- Black



KG/KB 182 Color Jeans- Burgundy



TB 181 Color Jeans- Mustard yellow



TG/TB 185 Color Jeans- Faded Military Green



TG 192 Drawstring Pants with Rib Detail



TB 189 Drawstring Pants with Rib Detail Fully Lined



IG 127 Stretch Denim Jeans with Elastic Waistband



KG 202 Chambray Eyelet Emroidery Sun Dress



KG 164 Denim tunic dress



KG 147 Tassel Denim Shirtdress



KG 130 Amelia Denim Fit and Flare Dress



TG 193 Katie Tencel Fit and Flare Dress



TG 146 Boho Tencel Dress



KG 187 Dark Blue Denim Jacket with Fleece lining



KG 169 Denim Jacket with Embroidery



KG 194 Jackie Pocket Dress



KG 207 Washed Denim Jeans



KG 196 Washed Denim Jeans



KG 136 Polka Dot Stretch Jeans



KG 209 Washed Denim Jeans



KG 208 Washed Denim Jeans



KG 203 Washed Denim Jeans



KG 206 Washed Denim Jeans

IG 248 Tencel Ruffle with Pocket Romper









IG 233A Rose Romper Top



IG/TG 236 Ikkat Tencel Romper



IB 227 Boho Denim Square Print Romper



IG 226 Mr. Grey Denim Romper



IG 233B Rose Romper Bloomer



IG 277 Cherry Romper with Smocking

———— COLLECTION III –



IG 241A Bianca Peter Pan Collar Dress with Embroidered Collar



IG 241 Bianca Peter pan Collar Dress



TG 244 Senorita Ruffle Neck Embroidered Dress



TG 259 Scallop Star Skirt Overall



TG 245 Tory Tencel Jacket Dress



IG 268 Alice Flare Dress with Bell Sleeve



TG 247 Balero Jacket with Pleat Detail



KG 231 Bella Tencel Embroidered Top



TG/KG 228 Celine Print Dress with Buttons



IG/TG 243 Portia Red Chambray with Ruffle Dress



TG 246 Selena Tencel Lace Dress with Straps



IG 250 Martina Polka Dot Chambray Ruffle Dress



TG/KG 278 Claire Strappy Dress with Front Pleats



TG/KG 225 Butterfly Embroidered Dress



TG 267 Deer Embroidery Dress



KG 232 Bella Tencel Embroidered Skirt



TB 282 Charlie White Shirt



KG 262 Anna Stripe Shirt Dress



KG 254 Bethany Flounce Dress



KG 306 Gold Heart shirt



KG 288 Laura Denim Embellished Shirt



TG 292 Michelle Denim Shirt with Crystal Stone Collar



KG 251 Gypsy Crochet Vest Jacket



TG/KG 266B Jenna Flare Top with Embroidery



TB 281 Charlie Chambray Shorts



KG 265 Priscilla Shift Dress with Belt



TG/KG 284 Veronica Denim Fringed Skirtall



TG/KG 272 Dory Flap Dress



KG 260 Carmen Embroidered Romper with Side Flare



KG 283 Kendal Denim Skirt with Side Flare



KG/TG 253 Malice Denim Shortall



TG/KG 266A Jenna Fit and Flare Skirt with Embroidery



KG 264A Hamptons print chambray top



KG 242 Rachel Shirt Collar Top



KG 275 Ella Chambray Denim Jacket



TG/KG 279A Ms. Smith Chambray Jacket



KG 264B Hamptons Print Chambray Drawstring shorts



KG 270 Sophia Denim Fit and Flare Skirt with Lace and Ruffle



KG 261 Bond Jacket



TG/KG 279B Ms. Smith Chambray Shorts

Comfort. Style. Quality

Conventional wisdom says... if you love what you do, you will be successful.



SAY HELLO! CONTACT US

Blu & Blue New York

1412 Broadway, Floor 21 #30 New York, NY 10018

646-688-5331

info@bluandblue.com

www.bluandblue.com

- (a) @bluandblue_newyork
- **y** @BluandBlue_NY
- @bluandbluenewyork
- @bluandblue

