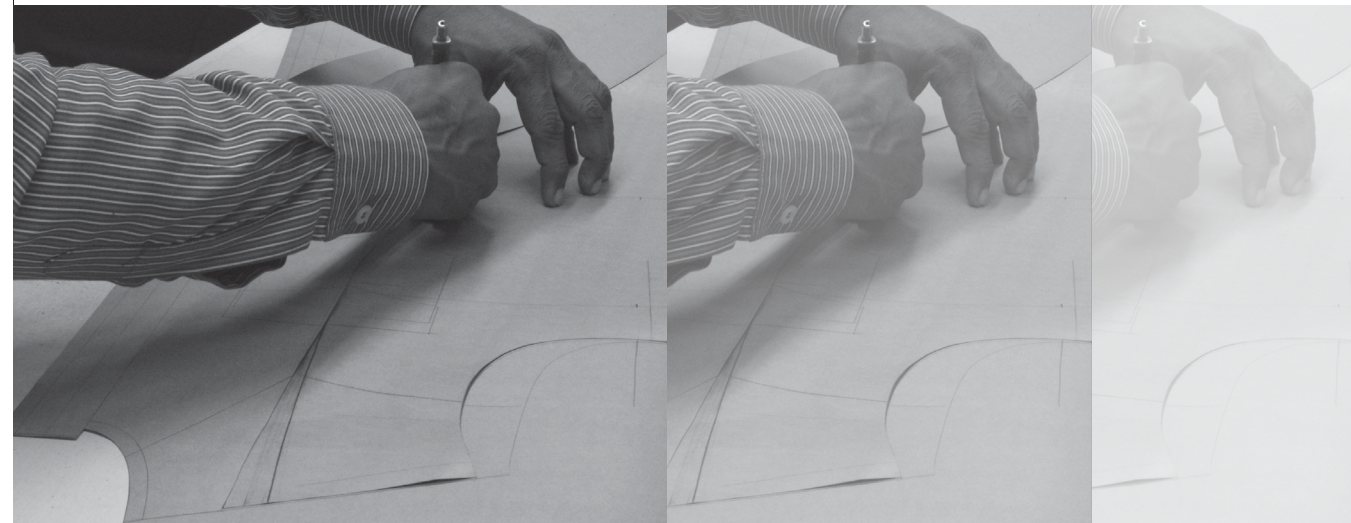


BLU & BLUE  
NEW YORK

## OUR STORY

Blu & Blue New York is a premium denim clothing brand, redefined for kids. We bring butter-soft denim clothing with contemporary designs for infants, toddlers and juniors. With over 35 years of experience, 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.

Denim is similar to a butterfly's metamorphosis. From the beginning stages of one single larva to an iridescent creature, our denim's evolution from fabric to final garment lays parallel to the butterfly's story. Butterflies are delicate creatures, yet with a closer look behind each butterflies' entry to the world; it's a beautiful story. Our denim designs bring new and exciting silhouettes and our attention to detail makes every garment special. We provide the fashion world innovative denim pieces for any occasion, with quality and safety in our top priorities. We invite you to discover for yourself and your family, a New View of Denim.





## INFANTS

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F/W 2017



IG 358  
Liticia Frill Romper

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The Liticia Frill Romper is a beautifully crafted garment with whimsical shoulder silhouettes, fun polka-dotted print and easy snap closures in the front; perfect for the adventurous child.







IG 364A  
Janie Full Sleeve Printed Frill Dress  
with Open Back

IG 364B  
Janie Printed Frill Bloomer  
(Opposite Page)





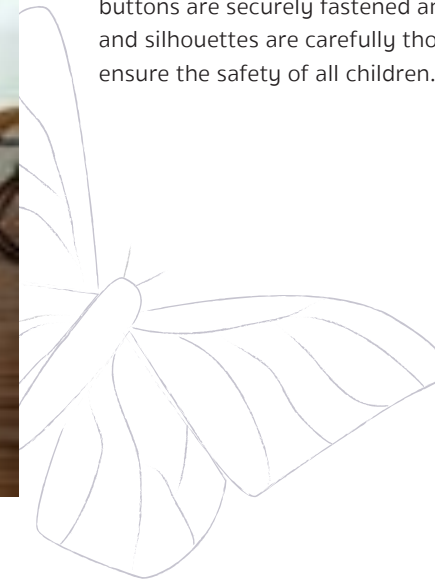
IG/IB 357  
Bond Romper

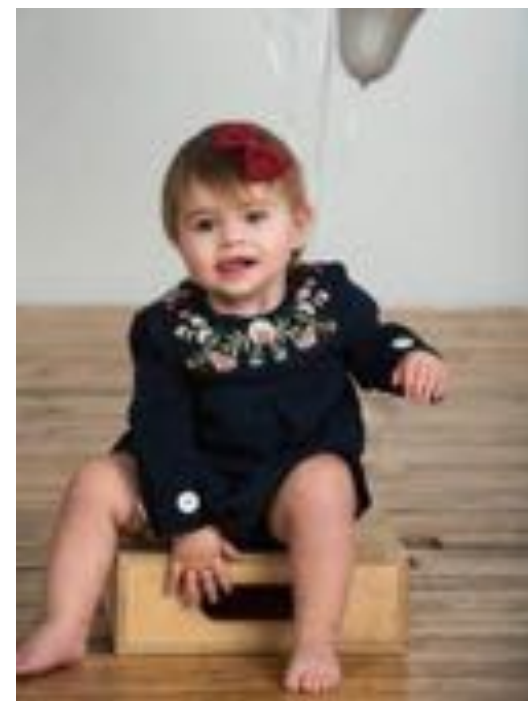
Similar to the S/S 2017 Bond Jacket for juniors, the military style pattern continues to make its way to the Bond Romper. Made from denim slub, the romper is butter-soft yet holds its shape creating a confident look for a special occasion.



IG 360  
Jackie-O Bell Sleeve  
Jacket Dress

Built from the softest denim, Blu & Blue is persistent in the quality and safety of each garment. All buttons go through 16 passes of thread to tightly secure the trim. In the Jackie O-Bell Sleeve Jacket Dress all 4 buttons are securely fastened and all details and silhouettes are carefully thought out to ensure the safety of all children.





IG/TG 362  
Gardenia Flower Embroidered  
Full Sleeve Dress



IG 363  
Polka Dot Skirt Overall



## TODDLERS

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F/W 2017





TG 338  
Salma Tassel Embroidered Dress



The Salma Tassel Embroidered Dress features beautifully designed sleeves with extraordinary embroidery to F/W 2017. The embroidered work on the bodice balances the garment and the tassel details add extra charm; perfect for the fashionable yet adventurous kid.



IG/TG 349 A  
Alana Scottish Jacket Blazer

IG/TG 349 B  
Alana Scottish Skirt

HB 349 C  
Red Black Check Headband



TG 350  
Bardot Tencel Ruffle Dress





TG/TB 351  
Hudson Denim  
Biker Jacket  
(left image)

TG 381 A  
Portofino Top

TG 381 B  
Portofino Dungarees



TG 348  
Red Rose Denim Jacket

IG/TG 347  
Poppy Denim Skirt



TG 341 A  
Uma Boho Tassel Top

TG 341 B  
Uma Boho Skirt





TG 343 A  
Natasha Quilted  
Bomber Jacket  
(left image)

IG/TG 342  
Bunny Quilted Jacket

TG 324  
Red Flamingo Ruffle Dress

Finished by “wet processing”, the Red Flamingo Dress is soft and comfortable for any toddler running around. Gathered at the shoulders, bodice and skirt, the over look is fun and playful. With the red flamingo embroidery detail, this is what makes this dress special.







JUNIORS

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F/W 2017



KG 313  
Denim Color Block Shirt with  
Stud Detail



This collection features a sophisticated outfit of Maressa Cape Jacket and Skirt. Construction of the Maressa Cape Jacket and skirt has been tailored for the girl to easily move around. The light weight cotton and linen fabric mixed with rhinestone details on the cape gives a mesmerizing look. The Sleek look of the pencil skirt with antique gold buttons makes this an eye catcher.





KG 336A  
Maressa Cape Jacket

KG 336B  
Maressa Pencil Skirt

KG 310  
Emboridered Tencil Shirt

KG 337  
Blue Flower Jeans

KG 375  
Pretty In Pink Chambray Shirt

KG 285  
Sailor Chambray Shorts  
(Right Image)







KG 340  
Chloe Denim Shift Dress

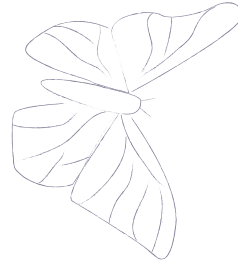
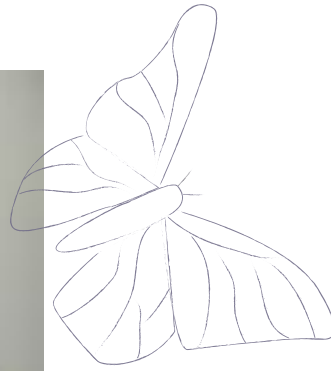


KG 313  
Denim Color Block Shirt  
with Stud Detail

KG 325  
Butterfly Jeans

KG 378  
Jackie Shirt

KG 315  
Stella Tie Up Shorts



KG/KB 309  
Shirt With Studed Pockets &  
Stripe Yoke

KG 322  
Nadia Embroidered Top

Our denim designs offer contemporary style for juniors who want to express themselves. The Shirt with Studed Pockets & Stripe Yoke is an example of our keen eye for details. Right down to the front pockets and wrist facing, this shirt is a new take of a classic look.

Our Nadia Embroidered Top is a showstopper. From the embroidered collar to mini ball tassels, this outfit will make her shine.



KG 312  
Dark Washed Denim  
and Print Shirt

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KB 376  
Star Print Chambray Shirt



KG 384  
Felicia Fringe Crop Top

KG 344  
Grace High Waist Tie Up Pants

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The Felicia Fringe Crop Top is for the girl who loves to show her personality and the world is her playground. The ombré effect brings newness to the collection and the fringe edges add texture to a casual top.





KG 368 A  
Nicole Pintuck  
Shirt Dress

KG 368 B  
Nicoletta Blazer





ACCESSORIES

Puppet Bags & Bibs



BAG 001 Puppet Blue Bag



BAG 002 Stary Puppet Bag





BIB/IG/IB 001  
Print Block Bib Close-up

BIB/IG/IB 001  
Print Block Bib

The Print Block Bib is made up of 3 different prints on 100% Tencel fabric. Our signature Tencel fabric is popular for infant garments because of its' softness, durability and look. Blu & Blue brings quality fashion to mothers and their children from runway to the dinner table.





BIB/IG 005  
Bow Tie Bib

BIB/IG/IB 004  
Bunny Bib  
(Opposite Page)





BIB/IG/IB 006  
Fox Head Bib



BIB/IG 002  
Peter Pan Collar with Bow Bib



BIB/IB 003  
Tie Bib



## COLLECTION IV



IG 358  
Licticia Frill Romper



IB 361  
Peter Pan Button Up Romper



IG 357  
Bond Romper



IG/IB 355  
Baby Boy Check Shirt



IG 362  
Gardenia Flower Embroidered  
Full Sleeve Dress



IG 360  
Jackie-O Bell Sleeve  
Jacket Dress



IG 363  
Polka Dot Skirt Overall



IG 359  
Janie Printed Frill Bloomer



IG 364 A  
Janie Full Sleeve Printed Frill Dress  
With Open Back



IG/TG 342  
Bunny Quilted Jacket



TG 425  
Michelle Chambray  
Eyelet Embroidery Dress



TG 324  
Red Flamingo Ruffle Dress



IG 364 B  
Janie Printed Frill Bloomer



IG/TG 347  
Poppy Denim Skirt



IB/TB 373  
Five Pocket White Distressed Jeans



IB 004  
Distressed Jogger



TG 338  
Salma Tassel Embroidered Dress



TG 350  
Bardot Tencel Ruffle Dress



TG 351  
Hudson Denim Biker Jacket



TG 348  
Red Rose Denim Jacket



IB 002  
Cargo Jogger



IB 001  
Dual Color Double Pocket Jogger



IB 006  
Five Pocket Biker Jeans



IB 005  
Starry Five Pocket Jeans



TG 381 A  
Portofino Top



TG 349 A  
Alana Scottish Jacket Blazer



TG 341 A  
Uma Boho Tassel Top



TG 343 A  
Natasha Quilted Bomber Jacket



TG 339  
Embroidered Bomber Jacket



KG 384  
Felicia Fringe Crop Top



KG 311  
Light Was Denim Shirt  
With Embroidery



KG 313  
Denim color Block Shirt  
with Stud Detail



TG 381 B  
Portofino Dungarees



TG 349 B  
Alana Scottish Skirt



TG 341 B  
Uma Boho Skirt



TG 343 B  
Natasha Quilted Bomber Jacket



KG 309  
Shirt with Studded Pockets  
& Stripe Yoke



KB 376  
Star Print Chambray Shirt



KG 310  
Embroidered Tencel Shirt



KG 312  
Dark Wash Denim and Print Shirt



KG 375  
Pretty In Pink  
Chambray Shirt



KG 380  
Preta Pearl Dress



KG 329  
Pinafore Dress



KG 383  
Portofino Denim  
Cover Up Jacket



KG 368 B  
Nicoletta Blazer



KG 321 A  
Salma High Neck  
Embroidered Top



KG 336 A  
Maressa Cape Jacket



KG 322  
Nadia Embroidered Top



KG 378  
Jackie Shirt



KG 328  
Elizabeth Shirt Dress



KG 367  
Beatrice Ruffle Shirt Dress



KG 340  
Chloe Denim Shift Dress



KG 368 A  
Nicoletta Pinktuck  
Shirt Dress



KG 321 B  
Salma Zip Skirt



KG 336 B  
Maressa Pencil Skirt



KG 315  
Stella Tie Up Shorts





KG 366  
Cavalry



KB 379  
Tom Biker Jacket



KB 382  
Americano Denim Jacket



KG 334 B  
Taylor Light Wash  
Denim Jacket



KG 334 A  
Starry Night Denim Jacket



KG 385  
Sia Tweed and Denim Jacket



KG 344  
Grace High Waist  
Tie Up Pants



KG 337  
Blue Flower Jeans



KG 325  
Butterfly Jeans



KG 285  
Sailor Chambray Shorts

# SAY HELLO! CONTACT US

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