



COLLECTION | FALL/WINTER 2019

Blu & Blue New York

Blu & Blue brings to you premium denim, Redefined for kids.

We take pride in our 35 years heritage in manufacturing high quality denim clothing to introduce you to a far superior and safer (tested) product for your children.

Our mission is to do Denim Right.

We invite you to discover, a new view of denim.

#BluDoneRight



TG-1217 Kinsley Star Skirt
TG-1231 Kinsley Star Jacket
IG-1224 Israel Hooded Jacket
TG-1182 Giana Dress

INFANTS
0 - 24 months



Style IG/TG-1181 Mona Lisa Dress paired
with Style IG/TG-1195 Mona Lisa Top



Style IB/TB-1171 Benjamin Mustard Corduroy
Overall paired with Style IB/TB Benjamin
Checked Shirt



Style IG-1194 Petra Tencel Top paired with
IG-1212 Petra Tencel Bloomer & HB-1277
Petra Hair Band

★ Safe And Tested Products

We take safety of our kids seriously.
Safety measures such as using needle dectector machines
& nickel free buttons help us to achieve a 100% safe
garment.



Style IG/TG-1175 Ballerina Dress



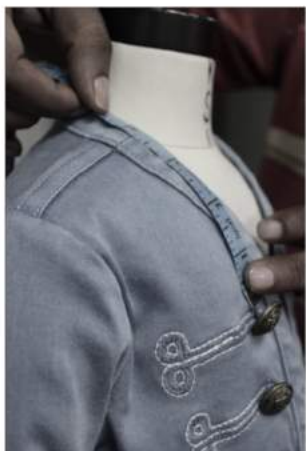
Style IG/TG-1176 Estella Smocked Dress paired
with Style IG/TG Estella Shorts, SH-1263 Checked
Booties & HT-1272 Estella Ruffle Hat



Inside Blu & Blue

Each Blu product is thoughtfully designed, cut, stitched, ripped, repaired, and washed at our very own state-of-the-art environmentally friendly manufacturing and washing facility.

Yes! We wash our own denim.





Style IG-1224 Israel Hooded Jacket paired with Style IG-1210 Israel Bloomer & SH-1264 Gold Star Booties

TODDLERS
2 - 5 years



Style TG-1216 Peru Denim
Skirt paired with Style
TG-1230 Peru Denim Jacket



Style TG-1187 Miracle Dress

"Sustainable practices are a core part of Blu & Blue. As a socially responsible company, we not only understand our role towards the society and the environment, but we have taken effective measures to reduce the potential impact our business can have on the environment by improving water, energy and chemical efficiency along with minimizing waste."

Aaina Jain-Malik, founder, as featured in **Forbes**



Style TG-1183 Earth Dress



Style TG-1189 Nicole Ruffle Dress



Style TG-1204C Heather Tencel Heart Shirt
paired with Style TG-1219 Heather Corduroy Skirt

JUNIORS
6 - 16 years



Style KG-1241 Annabella Eyelet Dress



★ Revolutionary Denim

We are inspired to create an expertly made, contemporary clothing line with quality you can feel.



Style KB-1261 James Military Biker Jacket



Style KG-1259 Donatella Tencel Fur Jacket



★ Butter-soft, Premium Fabrics

We use fabrics from the best mills around the world, including Italy, Japan, China, California, Turkey & Korea.



Style KG-1244 Amaya Red Boho Dress



Style KG-1243 Bonita Flock Print
Black Sequin Dress



Style KG-1249 Loupe Tencel Blouse paired
with Style KG-1236 Loupe Corduroy
Overall Dress



World Class Quality

Our Strength lies in our
passion and commitment to deliver
quality.

Blu & Blue is Denim,
Done Right.

#BluDoneRight



Style KB-1251 Tom Shirt



Style KG-1245 Amaran Denim Dress paired
with KG-1258 Amaran Denim Jacket



KG-1239 Mala Denim Embroidered Dress
KG-1242 Abby Embroidered Lace Dress



Style KG-1242 Abby Embroidered Lace Dress
Style KG-1254 Demitri Sequined Jacket

★ Long Lasting Color & Finish

We test our fabrics for comfort, shrinkage, color fastness, bleeding, durability & quickly reject any defective materials.



Style TG-1187 Miracle Dress
Style KG-1242 Abby Embroidered Lace Dress

PRODUCT IMAGES
infants, toddlers
& juniors



IG-1167
Sweetheart Red
Chambray Romper



IG-1168
Felicity Cotton Print
Romper



IG-1169
Nora Tencel Romper



IG-1179
White Star Dress



IG-1194
Petra Tencel Top



IG-1212
Petra Tencel Bloomer



IG-1196
Mia Star Blouse



IG-1220
Mia Star Pants



IG-1286
Baby Romper



IG-1225
North Hooded Jacket



IG-1209
North Bloomer



IG-1287
Cherry Print Romper



IG-1224
Israel Hooded Jacket
with Wool Lining



IG-1210
Israel Bloomer



IG-1215A
Gold Dots
Balloon Skirt



IG-1215B
Checked Balloon
Skirt



IG-1215C
Confetti Balloon
Skirt



IG/TG-1175
Ballerina Dress



IG/TG-1176
Estella Smocked
Dress



IG/TG-1211
Estella Shorts



IG/TG-1178
Joy Polka Dot
Dress



IG/TG-1180
Bella Mesh Dress



IG/TG-1181
Mona Lisa Dress



IG/TG-1195
Mona Lisa Top



IG/TG-1197
Stella Sweatshirt



IG/TG-1214
Stella Skirt



IG/TG-1288
Baby Dress



IB-1170
Lucas Romper



IB-1199
Mason Shirt



IB-1221
Logan Denim Jeans



IB-1222
Mason Suspender
Jeans



IB/TB-1171
Benjamin Mustard
Corduroy Overall



IB/TB-1172
Camo Overall



IB/TB-1200
Benjamin Checked
Shirt



IB/TB-1201



IG-1166
Spaceship Romper



IG/TG-1285
Rainbow Romper



IG/TG-1227
Baby Pink Denim Jacket



TB-1174
Ryan Overall



TB-1208
Ryan Striped T-Shirt



TB-1207A
Dark Stretch Denim Shirt



TB-1235
Tiger Bomber Jacket



TB/KB-1206
Mac Reversible Shirt



TG-1182
Giana Dress



TG-1183
Earth Dress



TG-1184
Muni Ruffle Dress



TG-1186
Rita Tencel Dress



TG-1187
Miracle Dress



TG-1188
Jamba Dress



TG-1189
Nicole Ruffle Dress



TG-1190
Reindeer Dress



TG-1192
Jodi Dress



TG-1193
Kerry Printed
Shirt Dress



TG-1203
Jada Frill Shirt



TG-1202
Hawaii Pineapple
Tencel Blouse



TG-1213
Hawaii Pineapple
Tencel Shorts



TG-1204A
Printed Tencel
Shirt



TG-1204B
Ikkat Printed
Denim Shirt



TG-1204C
Heather Tencel
Heart Shirt



TG-1219
Heather Corduroy
Skirt



TG-1205



TG-1230
Peru Denim
Jacket



TG-1216
Peru Denim
Skirt



TG-1231
Kinsley Star Jacket
with Wool Lining



TG-1217
Kinsley Star
Skirt



TG-1223
Llama Jeggings



TG-1233
Lyla Star Jacket



TG-1218
Lyla Star Bow
Skirt



TG-1229
Eva Studded Denim
Vest Jacket



TG-1232B
Light Wash David
Fleece Lined Denim
Jacket



TG-1232A
Dark Wash David
Fleece Lined Denim
Jacket



TG-1234
Tera Star Jacket



TG-1292
Tappy Blouse



TG-1293
Raincoat Jacket



TG-KG-1185
Leni Checked
Dress



KB-1251
Tom Shirt



KB-1261
James Military
Biker Jacket



KB-1301
Navy Bermuda
Shorts



KB-1302
Pista Green
Bermuda Shorts



KG-1228
Sierra Eyelet
Denim Jacket



KG-1248
Deja Embroidered
Denim Top



KG-1236
Loupe Corduroy
Overall Dress



KG-1249
Loupe Tencel
Blouse



KG-1239
Mala Denim
Embroidered Dress



KG-1237
Katie Denim
Shirt Dress



KG-1240
Paisley Jacquard
Dress



KG-1241
Annabella Eyelet
Dress



KG-1242
Abby Lace Dress



KG-1243
Bonita Flock Print
Black Sequin Dress



KG-1244
Amaya Red
Boho Dress



KG-1245
Amaran Denim
Dress



KG-1258
Amaran Denim
Jacket



KG-1250
Hummingbird
Sweatshirt



KG-1252
Disco Denim
Skirt



KG-1254
Demitri Sequined
Jacket



KG-1255
Alpaca Denim
Jacket



KG-1256
Hira Denim
Jacket



KG-1257
Holiday Denim
Jacket



KG-1259
Donatella Tencel
Fur Jacket



KG-1260
Ellie Foil Print
Peplum Jacket



KG-1281
Daisy Embroidered
Overall



HT-1271
Felicity
Schiffli Hat



HT-1272
Estella
Ruffle Hat



DP-1262
Reindeer
Pouch



SH-1263
Checked
Booties



SH-1264
Gold Star
Booties



SH-1266
Camo
Booties



SH-1265
Felicity
Shoes



BIB-1267
Bear Fleece
Bib



BIB-1268
Check Ruffle
Bib



BIB-1269
Handsome
Collar Bib



BT-1306
Star Bow
Tie



BT-1307
Ditsy Bow
Tie



BT-1305
Polka Dot
Bow Tie



BT-1308
Floro-Stripe
Bow Tie



HB-1275
Bold Stripe
Head Band



HB-1273
Giana Head
Band



HB-1278
Nicole Lace
Head Band



HB-1276
Bella Mesh
Head Band



HB-1277
Petra
Hair Band

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