



Blu & Blue New York

Fall/Winter 2020

Collection



## About The Collection

We take pride in our 35 year heritage of manufacturing premium quality denim clothing to introduce you to safe, butter-soft and sustainably-made product. To meet excellence, every step of our design and manufacturing process is conducted in-House.

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





## Meet Our Founder



"Our goal is to redefine denim clothing with a sustainable consciousness and bring elevated denim styles at approachable prices directly to our customers."

Our mission at Blu & Blue is to do denim right. \*

**Aaina Jain-Malik**  
Founder & CEO

# Infants

0-24 months



#BluDoneRight

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“I love the beautiful embroidery and added frills on Blu & Blue clothing. Their denim is so soft and light enough to wear year-round.”

**-Natasha Oxley**  
#Momfluencer



## Safe Tested Clothing

Ensuring the safety of your children is important to us. Every Blu & Blue product bears our seal of approval before it's packaged and shipped to you, which means:

- ✓ Each garment is passed through our needle detector machines.
- ✓ We only use fabrics which are free of lead & phthalates, and are flame-retardant.
- ✓ All our buttons are Nickel-free.
- ✓ Every garment is tested for strength and durability.
- ✓ Each button used on a garment is passed through 16 pounds of pressure and 10 passes of thread for a secure attachment.
- ✓ All garments are tested for lead-contamination.





*Toddlers*

2 - 5 years







#BluDoneRight

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“As a Mum to 3, finding the right premium quality clothing at a great price can be challenging. I just adore Blu & Blue's denim! The designs are so on-trend with the softest denim, and it's sustainably sourced. It's a price that just can't be beat for good, quality denim.

My kids love Blu & Blue!”

- **Lana Michele**  
#Mamfluencer





IG/TG-1462 Tinsley Flare Dress

## Sustainability

Sustainable practices are a core part of our business model, allowing us to help balance the needs of the present without compromising the well-being of the future.

Our processes in making each Blu product is aimed at reducing energy, chemical and water consumption at every step.



*Our in-house eco-friendly manufacturing facility, India*



# Butter-Soft Denim

It's true!

Customers tell us all the time  
how soft our fabrics are.

We hand select our premium cotton denim,  
silk soft tencel, color chambrays, prints  
and organic denims from the best fabric mills  
from around the world, including Japan,  
Italy, Turkey and California.

We have refined our in-house eco-friendly  
washing units to perform a variety of  
washes and special softening treatments  
on fabrics to make our clothes  
butter-soft for a rich texture,  
long lasting color, and a  
comfortable feel.

TG/KG-1482 & TG/KG-1473  
Honeybee Embroidered Denim Blazer & Skirt





*Juniors*  
6 - 16 years

# #BluDoneRight

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\*From the moment we felt the fabric in our first package we were hooked! Blu & Blue is our go to for fashion forward and high quality denim clothing. Every item is thoughtfully designed & the craftsmanship is undeniable! We love recommending Blu & Blue to our family and friends!\*

- **Jessica Angeline**  
#Mamfluencer





# Eco-Friendly Denim

We take our impact on the environment seriously, and are proud of the many green initiatives we've implemented throughout our manufacturing process.

- ✓ At Blu & Blue, 93% of wastewater is recycled and circled back into use via our in-house Effluent Treatment Plant, or ETP.
- ✓ The water used in washing our garments is heated with solar panels.
- ✓ Dry Ozone Gas is used in place of bleach and water to achieve our perfect denim wash, ultimately reducing chemical use & wastage.
- ✓ We are a proud participant of the ZDHC Gateway, a program towards eliminating the use of hazardous chemicals in the fashion & textile industry.

**#BluGoesGreen**



KG-1499 Kenia Eyelet Embroidered Top



# #BluDoneRight

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"My littles and I are obsessed with Blu & Blue because not only is it on trend, but man does it hold up! My little boy is the first to go on an adventure and I still can't believe that his Blu & Blue has held up through all the mud, paint, etc. that he has gotten into!"

- **Dani Marie Krum**  
#Momfluencer







## Expert Craftsmanship

We care about our kids, our Craftsmanship  
and our 35 year Heritage.

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.

Made with you in mind – a quality conscious,  
fashion forward parent who values well designed,  
sustainable clothing for their children, each Blu  
product is quality checked and given the Blu  
seal of approval before it is packaged and shipped  
to you.

Our mission is to do Denim Right.

**#BluDoneRight**





KG-1510 Florence Denim Jacket

## Contact Us

315 West 39th Street  
Suite 1507  
New York, New York 10018

646.688.5331  
[info@bluandblue.com](mailto:info@bluandblue.com)

 [@bluandblue\\_newyork](https://www.instagram.com/bluandblue_newyork)

 [@bluandbluenewyork](https://www.facebook.com/bluandbluenewyork)

 [www.bluandblue.com](http://www.bluandblue.com)

**#BluDoneRight**

  
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