



COLLECTION

SPRING/SUMMER 2020



ABOUT THE COLLECTION

We take pride in our 35 years heritage in manufacturing premium quality denim clothing to introduce a safe 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.



IG-1324 Poppy Chambray Dress

INFANTS

0 - 24 MONTHS



IB-1379 Ziggy Joggers with IB-1359 Ziggy Polo Shirt
IG-1315 Bianca Star Romper



IG-1313 Morgan Grey Tencel Romper



IG-1316 Bunny Romper



IG-1314 Tangerine Striped Romper



IG-1311 Sara Star Print Smocked Romper



"Sustainable business 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**



IG-1342 Mishka Gold Polka Dot Top
IG-1362 Mishka Gold Polka Dot Bloomer
SH-1438 Polka Dot Shoes



IG-1327 Tullia Stripe Flutter Dress



IG/TG-1318 Icon Denim Overalls





IG-1325 Macy Peter Pan Collar Dress

SAFE TESTED CLOTHING

Ensuring the safety of your children is important to us. Each Blu Product bears the seal of approval, which means:

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

IG-1329 Bunji Lilac Chambray Dress



TG-1338 Melons Denim Dress

IG-1328 Fiorella Fruit Denim Dress
SH-1439 Fruit Embroidered Shoes



TODDLERS

2T - 5T



TB-1352 Dino Denim Shirt
TB-1354 Pineapple Denim Shirt



TG-1323 Lily Print Chambray Dress
SH-1437 Printed Chambray Shoes
HT-1429 Printed Chambray Hat

TB-1385 Neil Denim Jacket



-Our In-House eco-friendly manufacturing facilities, India

SUSTAINABILITY INSIDE BLU & BLUE

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

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



TG-1337 Petal Embroidered Dress
HB-1436 Rose Embroidered Headband



TG-1334 Rainbow Heart
Dress

SIGNATURE "BUTTER-SOFT" PREMIUM DENIM

It's true. Our 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 around the world in Japan, Turkey, Italy 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 rich texture, long lasting color, and a comfortable feel.



TB-1350 Dino Denim Shirt



TB-1386 Bradley Pinstripe Blazer
TB-1371 Bradley Pinstripe Shorts



TG-1333 Maia Fruit Embroidered Dress



TG-1338 Melons Fruit Embroidered Denim Dress



TG-1346-Reese Tencel Top
TG-1380 Reese Tencel Pants

BLU GOES GREEN



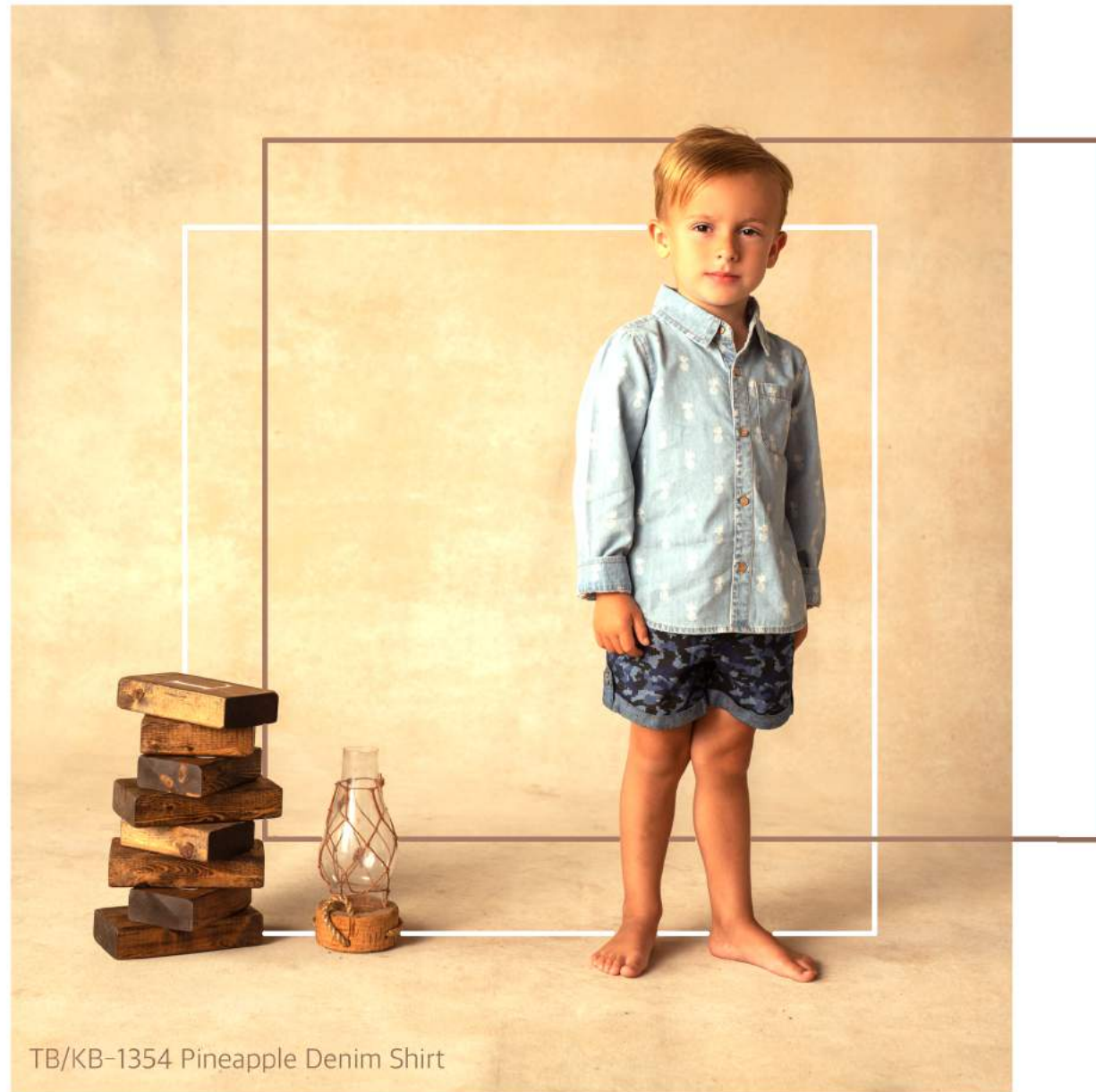
- ★ 93% of wastewater is recycled and circled back to use via our In-house Effluent Treatment Plant (ETP).
- ★ Water used in washing our garments is heated with solar panels.
- ★ Dry Ozone gas is used in place of bleach and water to achieve our perfect denim wash.



TG-1376 Bell Denim Skirtall



TG-1336 Baldwin Printed Tencel Dress



TB/KB-1354 Pineapple Denim Shirt



TG/KG-1330 Mira Stripe Smocked Dress



TG/KG-1331 Margot
Tencel Summer Dress





TG/KG-1335 Crosby Stripe Chambray Dress

#BLUDONERIGHT

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.



TG/KG-1340 Jasmine
Eyelet Flutter Sleeve Dress



TG/KG-1382 Icon
Denim Jacket
TG-1381 Star Print
Jeggings

JUNIORS

6 - 16 YEARS



KG-1423 Trucker Denim Jacket
KG-1396 Palma Dress
KG-1398 Soho Chambray Dress

KG-1405 Jada Embroidered
Romper





KG-1424 Blair Organic
Stripe Denim Jacket
KG-1415 Organic Stripe
Shorts



KB-1414 Cleo Cloud Tencel Shirt
KB-1420 Khaki Bermuda Shorts

MAKING A DIFFERENCE: SUSTAINABLE MANUFACTURING

We are a proud participant of the ZDHC Gateway, a program towards eliminating the use of hazardous chemicals in the fashion & textile industry.

Wastewater from our ETP is periodically tested in authorized labs to ensure conformity standards defined by the ZDHC.

Only hand-selected brands can produce organic clothing and we take pride in being one of them. Our facilities are approved to develop organic apparel products by the GOTS (Global Organic Textile Standard) & the BCI (Better Cotton Initiative).



KG-1421 Falcon Denim Skirt



KG-1402 Barca Eyelet
Summer Dress





KG-1397 Gramercy
Embroidered Dress



KG-1398 Soho
Chambray Dress



KG-1404 Georgina Dress



KB-1412 Jill Chambray Shirt
KB-1420 Khaki Bermuda Shorts



KG-1427 Helen Tencel Pyjama Top & Shorts



KG-1396 Palma Denim Dress



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