

A woman with long brown hair is sitting on the deck of a boat. She is wearing a light green quilted jacket over a white ribbed tank top, grey shorts, and white sneakers. She is looking off to the side with a slight smile. The background shows the wooden structure of the boat and other boats in the distance.

BLUE®

BLUESPORTSWEAR.COM

SPRING SUMMER 2025



Blue was founded in Denmark in 2010

The inspiration for Blue is led by the calm lifestyle of the north coast of Sealand and the beautiful colours of our forests, beaches and ocean.

Our products are designed in Denmark.

We create your favourite sweatshirt, your everyday sweater, your lifetime jacket, always hand in hand with our core values: Making comfortable and timeless design from natural materials of exceptional quality.



PHOTO 1
251204 DANA SWEAT DARK SKY
251206 DANA ANKLE CUT PANTS DARK SKY



PHOTO 2
251000 DAGMAR TEDDY VEST DARK SKY
251414 DALENA SHIRT WHITE
251226 DEBRA SWEATPANTS GREY MELANGE





PHOTO 3
251309 DEE T-SHIRT DENIM
251402 DESTINY PANTS WHITE



PHOTO 4
251304 ANABELL LINEN TEE WHITE
251405 DASHA STRIPED LINEN JACKET IRON BLUE
251402 DESTINY PANTS DARK SKY



PHOTO 5
251310 DAILA TANK DENIM
251402 DESTINY PANTS NEW NAVY



PHOTO 6
251003 DOLLY TWILL JACKET NEW NAVY
251301 ANNAMAY RIB TANK WHITE
251429 DELESTE STRIPED PANTS NEW NAVY



PHOTO 7
251001 DELTA TEDDY JACKET DARK SKY
251207 DELPHINE SWEAT MILK
251406 DELESTE STRIPED LINEN PANTS IRON BLUE





PHOTO 8
251224 DISTELLE SWEAT JCK NEW NAVY
251302 DITTE LS RIB TEE ECRU W/NEW NAVY
251226 DEBRA SWEATPANTS NEW NAVY



PHOTO 9
251212 DUSINA DRESS ECRU W/NEW NAVY



PHOTO 10
251428 ARVEN TEDDY JCK KHAKI
251311 DONNA BLOUSE ECRU W/NEW NAVY
251201 DAISY PANTS NEW NAVY



BLUE, WHITE & SOFT



PHOTO 11
251205 DANA HOODIE PALM GREEN
251415 DARIA SKIRT WHITE



PHOTO 12
251002 DIANA QUILT JACKET PALM GREEN
251301 ANNAMAY RIB TANK WHITE
251209 DELPHINE SHORTS GREY MELANGE



PHOTO 13
251414 DALENE SHIRT PALM GREEN
251209 DELPHINE SHORTS MILK



PHOTO 14
251204 DANA SWEAT PALM GREEN
251402 DESTINY PANTS WHITE

A woman with long blonde hair, wearing a light green button-down shirt and dark sunglasses, is lying on a wooden pier. She is resting her head on the wooden railing and has her right hand behind her head. The background shows the rippling surface of the water. The text "SHARP, SUN & SHINE" is overlaid in white, bold, sans-serif font across the center of the image.

SHARP, SUN & SHINE



PHOTO 15
251200 DAISY SWEATSHIRT CHALK
251304 ANABELL TEE BARK
251403 DARLING SHORTS WHITE



PHOTO 16
251001 DELTA TEDDY JCK CREAM
251304 ANABELL TEE WHITE
251206 DANA ANKLE CUT PANTS KHAKI



PHOTO 17
251105 ELLIS POLO KNIT CHALK MELANGE
251420 DELESTE PANTS BARK



PHOTO 18
251204 DANA SWEAT MILK



PHOTO 19
251419 ROXIE JUMPSUIT BARK



MAKE IT A SUMMER TO REMEMBER



PHOTO 20
251100 DAIMI KNIT SOFT MELON
251415 DARIA SKIRT KHAKI MELANGE



PHOTO 21
251413 DAY SHIRT SOFT MELON
251403 DARLING SHORTS KIT





PHOTO 22
251413 DAY SHIRT MILK
251401 DIDO POPLIN TROUSERS KHAKI



PHOTO 23
251104 DARCIA KNIT WHITE
251420 DELESTE TROUSERS CREAM



PHOTO 24
251101 DAKOTA COTTON KNIT CREAM



PHOTO 25
251409 DIXI SHIRT DRESS BARK



PHOTO 26
251000 DAGMAR TEDDY VEST CREAM PATCH
251207 DELPHINE SWEAT MILK
251421 DAVIDA BERMUDAS CREAM



PHOTO 27
251314 SOREL STRIPED TANK ECRU/DEEP ROSE
251404 DORETTE SKIRT DEEP ROSE



PHOTO 28
251408 DIORE STRIPED SHIRT DEEP ROSE/CHALK
251407 DAVIDA STRIPED SHORTS DEEP ROSE/ CHALK



PHOTO 29
251405 DASHA STRIPED BLAZER DEEP ROSE/ CHALK
251406 DELESTE STRIPED TROUSERS DEEP ROSE/ CHALK



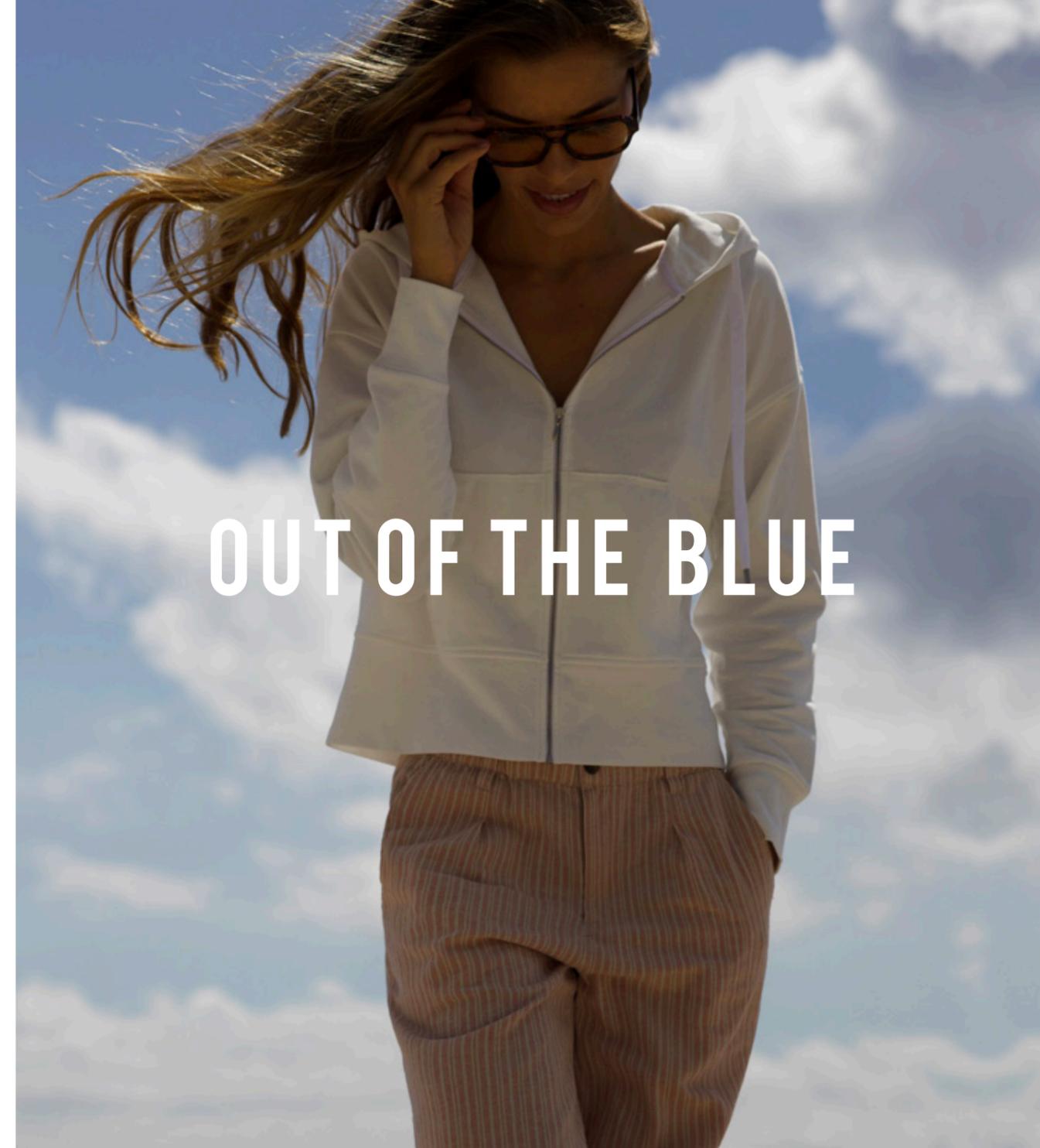
PHOTO 30
251001 DELTA TEDDY JCK DEEP ROSE



PHOTO 31
251412 DAGFRID SHIRT SOFT ROSE
251209 DELPHINE SHORTS GREY MELANGE



PHOTO 32
251000 DAGMAR TEDDY VEST DEEP ROSE
251302 DITTE TEE ECRU/DEEP ROSE
251402 DESTINY PANTS KIT



OUT OF THE BLUE



PHOTO 33
251222 DYVEKE DRESS MILK



PHOTO 34
251220 DEMI STRIPED BLOUSE MILK/GREY MELANGE
251206 DANA ANKLE CUT PANTS CREAM



PHOTO 35
251105 ELLIS POLO KNIT SILVER GREY
251402 DESTINY PANTS WHITE



PHOTO 36
251409 DIXI SHIRT DRESS BLACK





PHOTO 37
251412 DAGFRID SHIRT SILVER GREY
251211 DEBBIE SWEATPANTS MILK



PHOTO 38
251208 DELPHINE VEST GREY MELANGE
251404 DORETTE SKIRT WHITE



PHOTO 39
251002 DIANA QUILT JACKET SOFT ROSE
251307 ANDREA TEE WHITE
251425 ANISETTE PRINTED PANTS ULTIMATE GREY



BLUE, WHITE & GREEN



THE MEDITERRANEAN SUMMER SESSION

ALL THE WAY



TO THE SOUTH



BLUE®

BLUESPORTSWEAR.COM