

BLUGIRL

BLUGIRL FW 25/26

APRÈS CHIC
TAILORED KNITWEAR

Blugirl celebrates the timeless allure of après-ski with a collection that pays homage to Cortina, an icon of the Dolomites and of winter glamour. Amid snowy atmospheres, vintage charm, and contemporary sensuality, *Après Chic* is born—a journey of distinctive style and character.

The **Fall/Winter 2025–26 collection by Blugirl** is inspired by Cortina d’Ampezzo, queen of the Dolomites and a symbol of winter elegance. Seventy years after its first Olympic Games, the famed resort comes back to life through garments that interpret the glamorous spirit of après-ski, honoring the icons of the past—Lady Diana, Brigitte Bardot, Audrey Hepburn, Jackie O—who helped shape its imagery, both on the slopes and during convivial moments in the valley.

Après Chic is a feminine, modern, romantic yet bold collection, offering versatile styling and effortless looks to wear from day to night. The color palette draws inspiration from alpine landscapes: browns and greys evoke mountain rocks, while endless shades of white with rosy touches recall snow lit by sunrise. At sunset, reds grow warmer, and night falls in a deep blue dotted with golden lights.

Knitwear takes center stage, expressed in a variety of shapes, weights, and textures: viscose, cashmere blends, and pure merino wool give life to colorful pullovers, soft jacquards, Fair Isle patterns with jewel embroidery and mohair inserts, floral motifs, and faux-fur collars. The sweater becomes the key piece of the wardrobe, freely interpreted and paired with classic trousers, wide-leg pants, and mini or midi skirts.

A nod to Trentino tradition emerges through ribbed and lozenge knitting, and felted finishes that recall boiled wool, reinterpreted in silhouettes inspired by classic tailoring. Blugirl’s approach this season lies in using knitwear as the primary material for creating sharp, tailored garments. The cardigan steps into

the spotlight, replacing the blazer as the seasonal must-have, while the iconic BluV is revisited with a fresh twist.

Patterns add personality: checks are softened into modern geometries, and all-over prints appear on knitwear and delicate lurex voile.

Outerwear is enhanced with soft, luxurious faux fur—perfect for braving winter with enduring charm. The collection is completed by coordinated denim pieces, garments in poplin, silk, and suede, enriched with crochet, lace, jeweled patches, and refined thread embroidery. A tribute to Blugirl's craftsmanship, making every piece a distinctive item made to last beyond time.