

BLUGIRL

BLUGIRL SS 2026

UNPREDICTABLE CLASSIC
URBAN TALES IN THREADS AND PRINTS

A tribute to the eternal beauty of Rome, reimagined with a modern spirit. Between exquisite craftsmanship, architectural details and bold touches, the new *Unpredictable Classic* collection tells a story of assertive, elegant, and distinctive femininity.

In the heart of the Roman summer, when the sunset light turns the Eternal City into a golden dream, **the spring/summer 2026 collection by Blugirl** is born. A fresh and contemporary homage to the timeless grace of Vacanze Romane (*Roman Holiday*), where femininity intertwines with art, architecture, and the rebellious spirit of a new kind of elegance.

Entitled **Unpredictable Classic**, the collection draws inspiration from the majesty of Rome and its warm, enveloping light. The standout colors tell a tale of ancient stone and vibrant passion: sand and beige hues recall the travertine of monuments, deep red pays homage to porphyry statues, while touches of blue evoke the eccentricity of artistic decorations.

For the upcoming SS26 season, Blugirl reinterprets the codes of romance with a bold gaze: exclusive lace designs conceal columns and neoclassical hints; iconic roses and handcrafted crochet flowers bloom on ethereal dresses like the breeze brushing against Trinità dei Monti. Bouclé and jacquard textures echo the mosaics of Roman villas, while straw-like fabrics are sculpted like urban bas-reliefs. Light and shadow interplay through tone-on-tone jeweled embroidery, adding depth and a timeless allure.

Denim, an unexpected co-star, reveals an elegant and structured side through tailored cuts, topstitching, and decorative details inspired by classical art—bridging tradition and modernity.

Blurry-edged floral and animal prints, graphically reinterpreted in true Blugirl style, add a bold touch that balances passion and elegance. Each stylistic element contributes to telling an intense story, with the wardrobe as the perfect vehicle for expressing one's personality.

The Blugirl woman is free, witty, and self-aware. She loves timeless classics but challenges them with personality. She embraces fashion with wonder, passion, and a style beyond time—always leaving her mark.