S/S26 LOOKBOOK

ORGANIC & RECYCLED

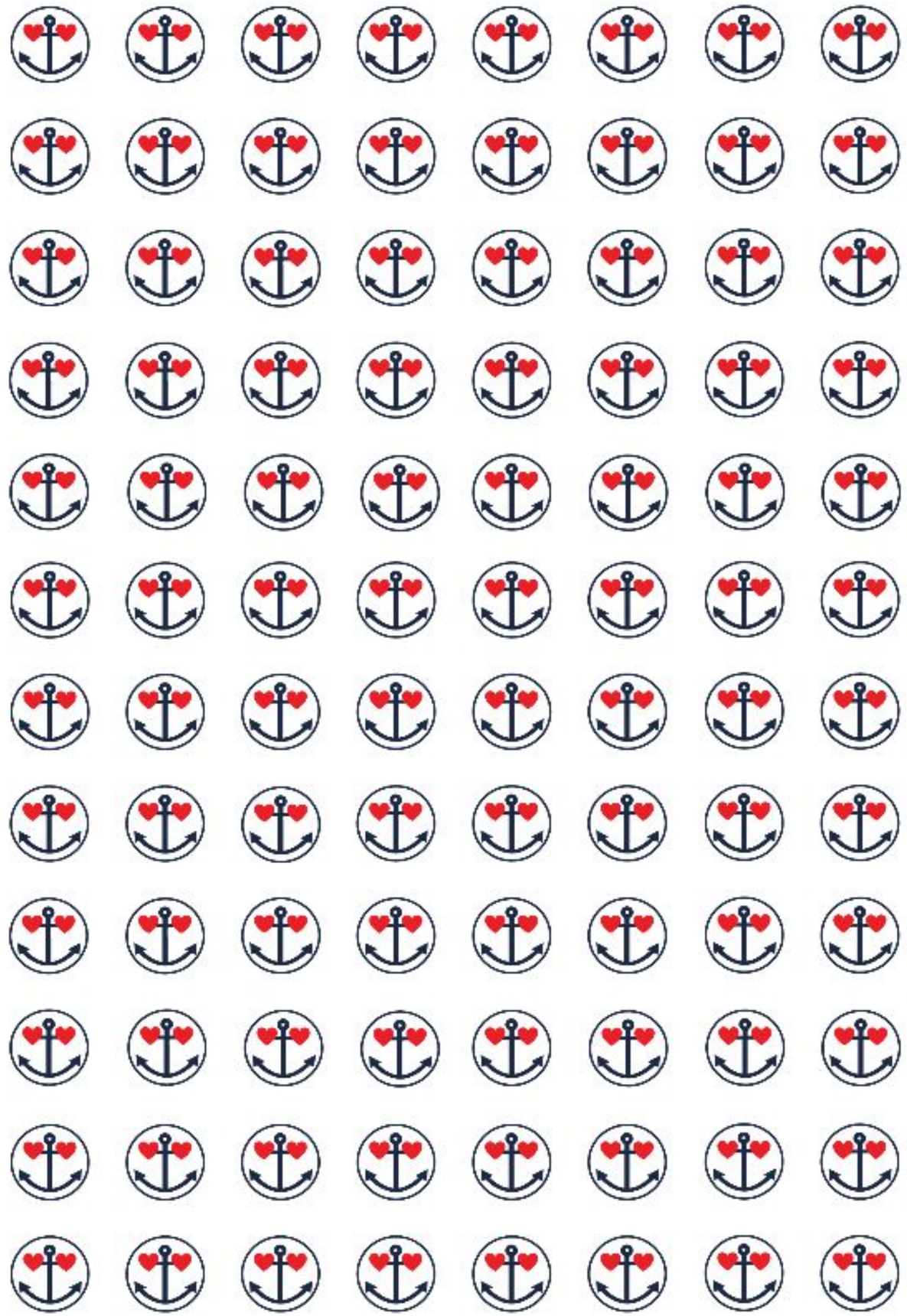

ST TROPEZ
ST TROPEZ

BLEU
ST TROPEZ

BLEU®

ST TROPEZ

SPECIAL EDITION





BLEU
HAPPY OCEANS

BLEU is the brainchild of ex-advertising creative James Hatfield, who created the label whilst on holiday, having become concerned with the amount of rubbish and plastic on the beaches along the Cote D'Azur & Italian Riviera.

BLEU is part ethical clothing brand and part fundraiser, donating a percentage of profits to ocean related charities, whether it be in helping to purchase a new tank for a turtle sanctuary in Sicily, or buying equipment for a beach clean up voluntary group in Marseille. All of our products are made from organic or recyclable materials.



ST TROPEZ
SPECIAL EDITION

St Tropez is the inspiration and backdrop of the BLEU brand. The idea for BLEU was created here. Our Special Edition range perfectly conveys our love of this beautiful place, nestled timelessly on the French Riviera.

As with our other donating model, a percentage of profits generated from this Special Edition St Tropez range, will be donated exclusively to ocean charities and voluntary groups in the St Tropez area.











ST TROPEZ

CATALOGUE
S/S26 - A/W26

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BLEU®

HAPPY OCEANS

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