



# BLUE FOR YOU


BLUE SPORTSWEAR AW 2018

A person is shown from the side, wearing a white, textured, possibly wool or cashmere sweater. They are holding a dark, possibly black, umbrella. The background is dark and out of focus. The text is overlaid on the left side of the image.

HELLO  
RAINY,  
COLD,  
WHITE,  
DARK,  
SOFT  
SEASON 2018







ON THE OTHER SIDE OF THE  
CLOUDS

IS A  
BRIGHT BLUE SKY

# ORANGE IS THE



# THE NEW BLUE













# I LIKE THAT YOU LIKE WHAT I LIKE

PHILINE PI ROEPSTORFF 24, MODEL, INSTAGRAMBLOGGER AND YOUTUBER IS ONE OF SCANDINAVIAS MOST FOLLOWED YOUNG WOMAN WITH MORE THAN 200.000 READERS.

WE ASKED HER TO STYLE BLUE SPORTSWEAR ARTICLES "HER WAY"....AND HIGH HEELS, SNEAKS AND HATS ETC. CAME SUDDENLY BEAUTIFUL TOGETHER WITH OUR NICE SPORTSWEAR.

YES I'M CLOSE CONNECTED TO BLUE SPORTSWEAR & SNEAKS AND YES TO HIGH HEELS AND PARTY TIME







**BLUE MY WAY**







*Soft*

**BSW**





**Blue<sup>\*</sup>**<sup>®</sup>

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