

LINEA PIU

BOUTIQUE

BE BLUMARINE: WHEN URBANISM MET CLASS

Usually, when a brand launches a new label, it tends to exaggerate it to the point where it becomes clear that it is not about a new idea or product, but about the marketing of it all.

Well, that is clearly not the case with Blufin's newly introduced label, Be Blumarine.

Be Blumarine, which is meant to replace the Blugirl label, has been created on a very specific ideological basis. To fill a young woman's need to dress more frugally but in current style. Mirko Fontana and Diego Marquez, the creative directors who were tapped to inaugurate the new collection, saw it as an opportunity to prove a point: high-quality clothes, youthful style and aesthetic relevance are not necessarily supposed to be pricey and unattainable. Be Blumarine aims to give fashion the kind of accessibility it lacks.

While the new collection includes the signature feminine and romantic side Blumarine is known for, it gracefully incorporates new elements which manage to render it modern by aligning it with urban culture. Silky gowns embellished with floral brooches and elegant boho pieces blend with fanny packs and long wool overcoats, delivering a sense of luxurious casualness. Be Blumarine means cheerfulness and joy. A sartorial code cool gals can relate to.



CELEBRITY STYLE



LADY GAGA IN TOM FORD



PENÉLOPE CRUZ IN CHANEL

YOU ARE SO SPECIAL

Anything can catch your eye, but it takes something special to catch your heart.



CHANEL BLUE & WHITE TWEED ESPADRILLES



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