

OUR NEW COLLECTION

A woman with long brown hair, smiling broadly, is the central focus. She is wearing a bright blue suit consisting of a blazer and a matching skirt. Underneath the blazer, she wears a top with a bold, abstract pattern in shades of red, white, and blue. She is also wearing red high-heeled sandals. Her arms are outstretched, and she has a joyful, carefree expression. The background is a plain, light-colored wall.

*Let yourself
be inspired*

FRÜHJAHR / SOMMER
2024

KjBRAND®



2024

UNSERE FRÜHJAHR / SOMMER KOLLEKTION 2024.

*show your
favourite colours,
show your own style*

Die neue KjBRAND Frühjahr/Sommer Kollektion 2024 zeigt in 3 Farbthemen SEA & BE SEEN, BLACKTASTIC und POWERFUL PASTELS farbenfrohe Styles, die zu einem harmonischen Bild verschmelzen. Stilvolle Outfits, angelehnt an die aktuellen Trends, entworfen und gefertigt für die Bedürfnisse großartiger Frauen mit ein wenig „mehr“ an Figur. Lassen Sie sich mit unseren neuen Styles durch die sonnige Jahreszeit „bekleiden“.

The new KjBRAND spring/summer collection 2024 shows colourful styles in 3 colour themes SEA & BE SEEN, BLACKTASTIC and POWERFUL PASTELS, which merge into a harmonious picture. Stylish outfits, based on current trends, designed and manufactured to meet the needs of women with a little more figure. Let our new styles dress you through the sunny season.

KjBRAND®

OUR COLLECTION



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*Mit maritimen
Schwung in die
neue Saison*

Die ersten Sonnenstrahlen, ein zartes Lüftchen weht durch's Haar, Farben frisch wie der Frühlingshimmel. Maritime Blaunancen geben dem ersten Kollektionsthema „Sea & Be Seen“ eine sportive Note gepaart mit relaxten Laissez-faire-Styles. Feuriges Rot setzt klare Kontraste und bringt Spannung in die gut kombinierbaren Looks.

The first rays of sunshine, a gentle breeze blowing through the hair, colours as fresh as the sky in spring. Shades of nautical blue give the first collection theme „Sea & Be Seen“ a sporty touch paired with relaxed laissez-faire styles. Fiery red sets clear contrasts and adds excitement to the easily combinable looks.



**SEA &
BE SEEN**

SIZES 38-58 AVAILABLE

SEA & BE SEEN



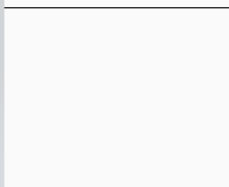
JACKET
14916 / 4965 / 009
viscose jersey

TOP
19686 / 4963 / 520
viscose jersey EcoVero™

SUSIE CULOTTE
21854 / 4965 / 009
viscose jersey



JACKET
13358 / 8876 / 006
pique optics



LAYERING SHIRT
15445 / 8866 / 008
chiffon



SHIRT
15643 / 4942 / 520
viscose jersey



DRESS
36665 / 4200 / 006
light cotton



BETTY
24618 / 4947 / 606
denim



BETTY 7/8
29670 / 4949 / 606
denim



TUNIC
18360 / 4952 / 508
viscose

SUSIE CROPPED
21168 / 4200 / 006
light cotton

KjBRAND®

SIZES 38-58 AVAILABLE

SEA & BE SEEN



BLOUSE
18372 / 4946 / 508
viscose

**BABSIE MOM FIT
CROPPED**
21099 / 4947 / 608
denim



SWEATSHIRT
15402 / 4976 / 009
summer modal



BETTY CHINO
20601 / 4971 / 507
stretch cotton



SUSIE CULOTTE
29440 / 4235 / 034
organic cotton



JACKET
14379 / 4947 / 608
denim

SHIRT
15441 / 4953 / 520
viscose jersey



SHIRT
15886 / 4960 / 806
slinky viscose



BETTY CS 7/8
29170 / 4966 / 606
denim



BLOUSE
18372 / 4958 / 507
crinkle viscose

KjBRAND®

SIZES 38-58 AVAILABLE

SHIRT
15476T3 / 9813 / 220
viscose jersey

SUSIE XS 7/8
29895 / 4950 / 506
stretch polyamide



SEA & BIE SIEN



JENNY
23473 / 4966 / 608
denim



SHIRT
15463 / 4961 / 507
viscose jersey

KjBRAND®

SIZES 38-58 AVAILABLE



LEGGINGS 7/8
29400 / 6086 / 020
sensitive®



TOP
19200 / 6086 / 020
sensitive®



BLOUSE
18086 / 6086 / 106
sensitive®



JACKET
13353T7 / 6086 / 106
sensitive® with slogan



SHIRT
15599 / 4945 / 806
viscose jersey



SUSIE
25998T7 / 6086 / 106
sensitive® with slogan

SEA & BIE SIEN

SHIRT

15599 / 4944 / 508
viscose jersey

BETTY 7/8

29190 / 4948 / 007
coloured denim



SUSIE 7/8

29474 / 4240 / 608
Tencel™



CARDIGAN

10746 / 4546 / 020
knitwear



SUSIE CULOTTE

ANKLE

20854 / 4240 / 608
Tencel™



BLOUSE

18422 / 4240 / 608
Tencel™



DRESS

36888 / 4240 / 608
Tencel™



JACKET

13272 / 4240 / 608
Tencel™



KjBRAND®

SIZES 38-58 AVAILABLE

BLACK- TASTIC



SIZES 38-58 AVAILABLE



*Peppiges
Pink für Ihr
feminines
Finish*

Kaum ein Kontrast funktioniert so flexibel und dennoch kraftvoll wie Schwarz und Weiß. Als Symbol für feminine Energie lässt die Kracherfarbe Pink die Looks erstrahlen, nicht aufgesetzt, sondern unkompliziert lässig. Der Mix macht's.

Hardly any contrast works as flexibly and yet powerfully as black and white. As a symbol of feminine energy, the smash colour pink makes the looks shine, not forced, but uncomplicatedly casual. It's all in the mix.

BLACK- TASTIC

BLOUSE
18544 / 4946 / 501
viscose



TUNIC
18247 / 4967 / 525
viscose

JENNY
23473 / 6244 / 034
denim



SHIRT
15476 / 4942 / 525
viscose jersey



SHIRT
15444 / 4974 / 025
plisse

KjBRAND®

SIZES 38-58 AVAILABLE



BLOUSE
18920 / 9851 / 034
poplin stretch cotton

SUSIE XS ANKLE
20351 / 4951 / 501
bengaline



BETTY
20705 / 4968 / 005
light jogg denim



BLACK-TASTIC



OUTDOOR JACKET
13421 / 8053 / 002
taft

SHIRT
15663 / 4943 / 534
viscose jersey

BETTY CHINO
20601 / 4235 / 025
organic cotton



TUNIC
18351 / 4900 / 034
100% linen



SHIRT
15572 / 4943 / 534
viscose jersey



CARDIGAN
15588 / 4965 / 025
viscose jersey

SHIRT
15643T4 / 9813 / 001
viscose jersey

SUSIE
25771 / 4959 / 501
plisse



MARLENE
25554 / 9626 / 005
bi-stretch



JENNY CROPPED FLARED
21470 / 4235 / 025
organic cotton



BLOUSE
18919 / 4240 / 634
Tencel™

KjBRAND®

SIZES 38-58 AVAILABLE



LAYERING TOP
19554 / 8866 / 027
chiffon

BETTY 7/8
29488 / 4900 / 034
100% linen



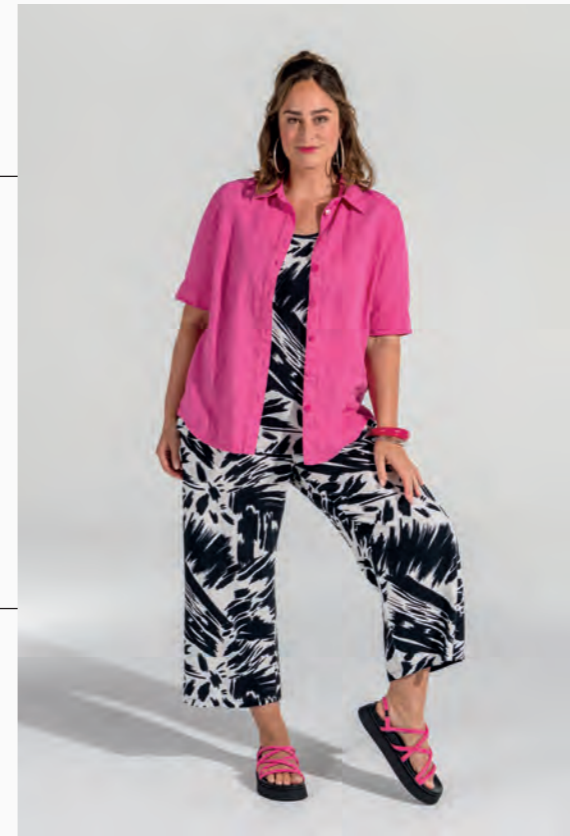
BLACK-TASTIC



BLOUSE
18761 / 4969 / 525
viscose

KjBRAND®

SIZES 38-58 AVAILABLE



BLOUSE
18343 / 4900 / 025
100% linen

TOP
19207 / 4970 / 501
viscose-linen

BETTY CULOTTE
29913 / 4970 / 501
viscose-linen



BLOUSE
18920 / 4970 / 501
viscose-linen



DRESS
36220 / 4970 / 501
viscose-linen

TOP
19200 / 9813 / 034
viscose jersey



JENNY CROPPED
21475 / 4235 / 034
organic cotton

*More colours
- more fun*



Falsche Pastelle sowie farbenfrohe Designs charakterisieren das dritte KjBRAND Thema. Gute-Laune-Looks, jung und hochmodisch interpretiert, aus leichten Materialien laden ein, den Sommer in all seinem Facettenreichtum zu genießen. Zu welcher Farbe Sie auch greifen: Sie liegen im Trend.

Fake pastels as well as colourful designs characterise the third KjBRAND theme. Good mood looks, interpreted young and highly fashionable, made of light materials invite you to enjoy the summer in all its facets. Whichever colour you choose, you'll be right on trend.

POWERFUL PASTELS

SIZES 38-58 AVAILABLE



CARMEN BLOUSE
18310 / 4957 / 925
viscose

BETTY FLARED
24555 / 4948 / 131
coloured denim



BLOUSE
18761 / 4957 / 925
viscose



LONG BLOUSE
18235 / 4957 / 925
viscose

POWERFUL PASTELS



SHIRT
15643T5 / 9813 / 225
viscose jersey

SUSIE CULOTTE
29954 / 4957 / 925
viscose

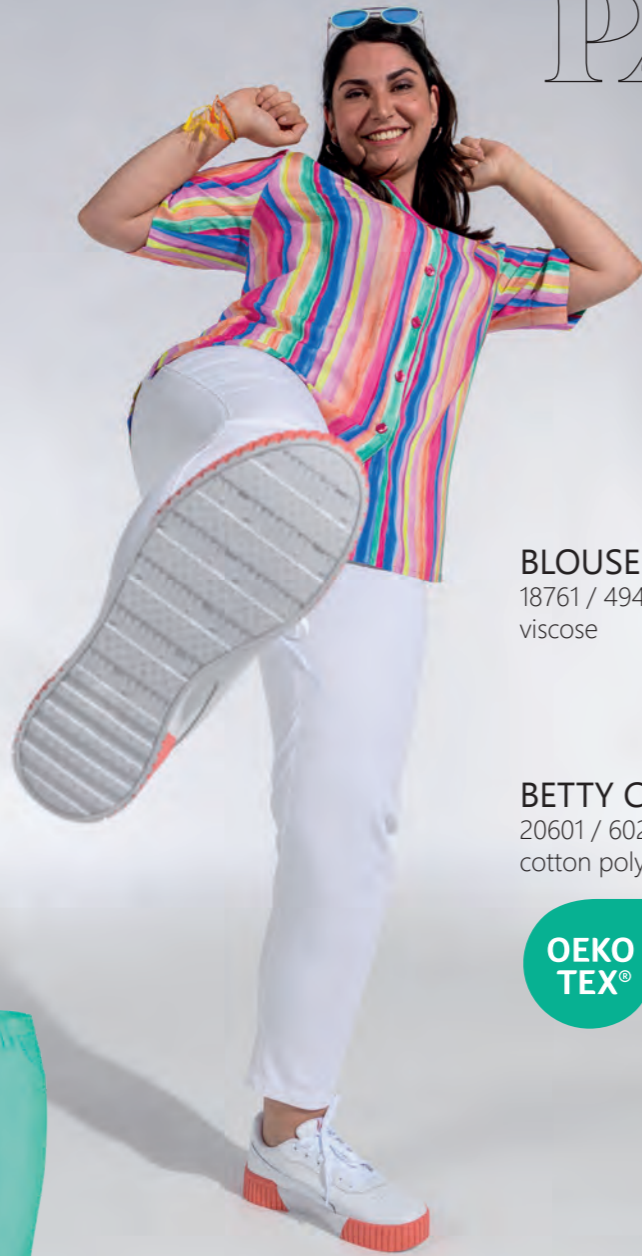


SUSIE 7/8 FLARED
29505 / 4975 / 525
stretch cotton

KjBRAND®

SIZES 38-58 AVAILABLE

POWERFUL PASTELS



BLOUSE
18761 / 4941 / 808
viscose

BETTY CHINO
20601 / 6023 / 034
cotton polyamide



SHIRT
15476 / 4956 / 525
viscose jersey



BETTY SKINNY ANKLE
20170 / 4235 / 032
organic cotton

KjBRAND

SIZES 38-58 AVAILABLE



BETTY FLARED
24549 / 4949 / 608
denim



SHIRT
15404 / 9813 / 032
viscose jersey



OVERSIZED BLOUSE
18988 / 4972 / 032
muslin

TOP
19200 / 9813 / 034
viscose jersey



JENNY CROPPED
21475T6 / 4235 / 034
organic cotton

POWERFUL PASTELS



SHIRT
15886 / 4963 / 525
viscose jersey EcoVero™

BETTY CHINO
20611 / 4949 / 608
denim



TOP
19200 / 4200 / 019
light cotton



SUSIE CULOTTE
29954 / 4978 / 519
viscose



BLOUSE
18408 / 4978 / 519
viscose



BETTY CS CROPPED
21970 / 4968 / 016
light jogg denim

BLOUSE
18544 / 4958 / 525
crinkle viscose

JENNY CROPPED
21475 / 4235 / 019
organic cotton



JACKET
14144 / 4240 / 616
Tencel™



KjBRAND®

SIZES 38-58 AVAILABLE

**OVERSIZED
BLOUSE**

18989 / 4962 / 525
light cotton

**BETTY CROPPED
FLARED**

21120T2 / 4949 / 608
denim



BLOUSE
18502 / 4200 / 027
light cotton



CARDIGAN
10747 / 4547 / 027
knitwear

SHIRT
15643 / 4953 / 532
viscose jersey



POWERFUL PASTELS



BLOUSE
18761 / 4885 / 526
viscose

KjBRAND®

SIZES 38-58 AVAILABLE

POWERFUL PASTELS

LAYERING SHIRT
15036 / 4954 / 525
mesh

BETTY
24156 / 4813 / 034
stretch-linen



SUSIE CULOTTE
29854 / 4813 / 016
stretch-linen



**SUSIE CROPPED
FLARED**
21020 / 4951 / 519
stretch cotton

KjBRAND®

SIZES 38-58 AVAILABLE

BETTY 7/8
29355 / 7615 / 132
wash & go



DRESS
36715 / 7615 / 132
wash & go



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Trousers marked with this symbol in the catalogue have been tested for harmful substances according to OEKO-TEX® STANDARD 100 13.0.33307 Hohenstein.

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