

## GETTING INTO A FAIRY TALE —

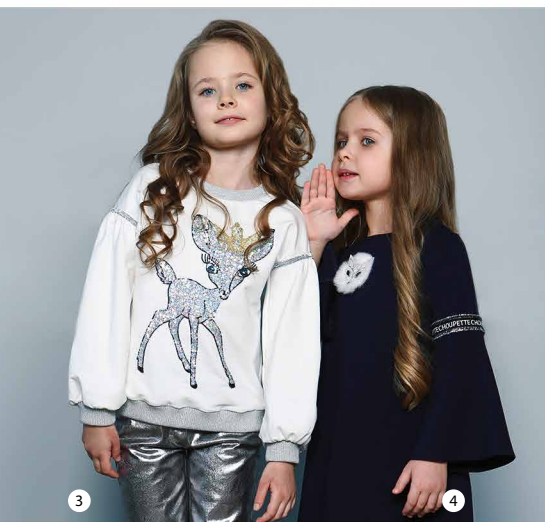
### STAY YOURSELF..

The collection became the true embodiment of girlish character regardless of age: gentle tones echoes with bright accents, soft fabrics with metallized elements, lovely heroes of appliques with impudent and bright sequins and grid prints.



The fluffy hare, fancy birds and branchy patterns became heroes of a collection.

The second direction of a collection immediately draws attention to itself: bright red, merge of metal, sequins, rhinestone and grids, bold combinations of fabrics and patterns.



How to create the Hollywood look and to be a stylish star on a red carpet? - You need to choose bright color, stylish cut and bright accessories. That's what Amal and George Clooney did— one of the most stylish Hollywood couples.



# FAIRY FOREST

Bright star



Sku.: 22.83 Bomber, Sku.: 785.43 Dress  
Sku.: 600.737 Handbag, Sku.: 473.021 Sneakers

Gentle flower



Sku.: 48.83 Jean Jacket, Sku.: 784.43 Dress  
Sku.: 600.723 Handbag, Sku.: 295.246 Shoes

Pick your own HOLLYWOOD LOOK

1. Sku.: 07.83 Bomber, Sku.: 48.83 Jean Jacket | 3. Sku.: 18.83 Sweatshirt | 4. Sku.: 47.83 Dress | 5. Sku.: 652.43 Jacket | 6. Sku.: 23.83 Dress



## SOLAR METAL —

GOLD IS IN STYLE AGAIN!

Warm and shining metal yellow is back in fashion again. Color of luxury, crowns, expensive jewelry and accessories. The fashion for sport chic and retrofuturism disposes to solar metal too. Yellow gold in prints or in combination with sequins as on our new bomber jacket, will make «street fashion» look more magnificent and fashionable. Gold — will give more style to your look, than a t-shirt with the inscription «style».

Designers paid special attention to decorations: bomber jacket from sequins and gold metallized skirt will clearly become a season hit, and glitter prints — the essential wardrobe attribute for every fashionista.

## FUR AS TREND!

If you want to buy a bright fur coat for the little fashionista, but hesitate, then the next season is the best time to do so. Every courageous man and women of fashion will walk in bright fur coats and vests.

Both animalistic prints and monophonic natural shades will be in a trend. Besides, a fur coat, it not only fashionable, but also very warm!

7. Sku.: 03.83 Sweater, Sku.: 08.83 Skirt | 8. Sku.: 544.20 Fur coat, Sku.: 20.83 Longsleeve, Sku.: 21.83 Skirt | 9. Sku.: 47.83 Dress | 10. Sku.: 22.83 Bomber, Sku.: 28.83 Longsleeve | 11. Sku.: 31.83 Dress | 12. Sku.: 540.20 Vest | 13. Sku.: 539.20 Fur coat



# Crazy time



60's



The 1960s are considered as legendary and modern fashion continually returns to style of those times. The trapeze and straight models are itself laconic therefore prints help to make them more interesting. The black-and-white Pied-de-Poule grid. Models are often decorated with contrast pink fur collars and pockets. Little Business ladies are choosing pant suits. The style of the 1960s is relevant again so new lines and silhouettes should be added to the sets, do not be afraid to experiment with this trend.



The new «Crazy time» collection combined all most characteristic features of the Choupette brand: gentle, easy, combining new trends and classical style.

## UNUSUAL COMBINATIONS OF COLORS AND MATERIALS - THE BUSINESS CARD OF A NEW COLLECTION

Blowing mind dresses are surprising even experienced fashion admirers, as if they descended from glossy pages of fashion magazines, created for every taste and style. Every girl will feel herself in the centre of attention - trendy, bright and unique

Pastel tones - pink, blue and white, echoes with saturated black, crimson and fashionable Pied-de-Poule (a chicken pad).

- 1. Sku.: 02.81 Dress | 2. Sku.: 543.20 Overcoat, Sku.: 03.81 Pants | 3. Sku.: 42.81 Dress
- 4. Sku.: 01.81 Sport-jacket, Sku.: 12.83 Pants
- 5. Sku.: 33.81 Dress with deattach collar
- 6. Sku.: 28.81 Dress with hoody | 7. Sku.: 07.81 Tracksuit (jacket and skirt) | 8. Sku.: 08.81 Dress
- 9. Sku.: 32.81 Bomber, Sku.: 34.81 Dress
- 10. Sku.: 25.81 Bomber, Sku.: 241.1.70 T-shirt, Sku.: 29.81 Skirt

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«FASCINATING JOURNEY TOGETHER WITH CHOUPETTE»

Brand designers were inspired by the history of development of Far North and amazing journeys of polar researchers - Artur Chilingarov, Vladimir Voronin and Valery Chkalov.



ARTUR CHILINGAROV

Soviet and Russian scientist-oceanologist, researcher of the Arctic and Antarctic. President of the State polar academy. Doctor of geographical sciences, professor.



VLADIMIR VORONIN

The captain of the Soviet icebreaker fleet, the polar researcher, the participant of many Soviet expeditions in the Arctic.



VALERY CHKALOV

Soviet pilot, brigade commander, Hero of the Soviet Union. The commander of the plane crew which made the first non-stop flight through the North Pole.

INSPIRED BY FEATS



Every boy dressed in new «Arctic» collection looks by Choupette will be able to go on an unforgettable trip and to feel like a true North Pole conqueror.

Snow-covered mountain tops, polar bears and massive arctic ice floes with an easy hands of designers appeared in the shape of images in the new «Arctic» collection. All model tailoring is light and comfortable. And thanks to natural fabrics, such as cotton and wool, young researcher will be warm in a severe and frigid climate

Jackets, a sports suit, lengthened sweatshirt - all this with a signature prints in the spirit of tremendous northern landscapes.

You will be able to find all collection on the shelves of our partners store "Voentorg". All most stylish Choupette looks in military style are collected there, initially this style direction has references to a military uniform, however now it became one of main fashion trends!

The universal design which is concisely combining convenience of easy movements and fashion trends in itself — the main concept of the «Drive» collection.



Sku.: 05.82 Shirt with print

Shirts with volume fur decors.



Warmed coat with LED decors and fur lining  
Sku.: 551.20



Sheep fur bomber jackets  
Sku.: 01.82 Bomber

The new dynamic collection for boys «Drive» reflects all last fashion trends: fonted prints, bright plaid and volume chevrons.

The drive is a thirst for new knowledge and forward movement. The clothes for vibrant children have to connect with their inner world.

Each model is thought through very carefully taking into account child's way of life and activity.



Sku.: 04.82 Sweatshirt, jacket



Sku.: 09.82 Sweatshirt, jacket



Sku.: 08.82 Shirt

Plaid free size shirts. Comfortable and stylish jeans with graffiti effect.



Sku.: 06.82 Sweatshirt, jacket

Sku.: 240.70 Jeans

- 1. Sku.: 46.80 Sportsuit
- 2. Sku.: 47.80 Sweatshirt
- 3. Sku.: 57.80 Coat
- 4. Sku.: 45.80 T-shirt
- 5. Sku.: 05.82 Shirt with print
- 6. Sku.: 240.70 Jeans
- 7. Sku.: 03.82 Sweatshirt
- 8. Sku.: 237.70 Knitted pants



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Sk.: 947.43, Sk.: 798.43



*Pensive young ballerinas a step away from the main event in their life — a magic ball...*

Dresses from the Ceremony collection as though descended from pages of fairy tales: distinguished silhouettes, abundance of lace, the flying chiffon, magnificent skirts, sequins and rhinestones.

The Ceremony collection is executed by Choupette in a wide color palette: from saturated wine to flickering blue shades, from pastel-pink to creamy scale.

*Three charming princesses in the brightest Choupette looks – flickering airy dresses. They go towards to long-awaited adventures and execution of the most courageous dreams.*



# ONCE UPON A TIME

Perhaps, there is no person who would not watch at least one animation film. And charming princesses are undoubtedly the most favourite characters — charming, unique and incredibly beautiful, and princes — are strong, courageous and kind.

Of course, its all just cinema ... but we all know that each little lady as a real princess inside!



Sk.: 952.43, Sk.: 664.43, Sk.: 794.43



Sk.: 664.43, Sk.: 927.43

*Courage, and belief in the best — that's the characters of sisters, and their looks emphasize their uniqueness and own fashion style. One, as starlit night. Another, as clear day.*

For young gentlemen this season designers prepared solemn suits with velvet jackets in bottle glass, deep blue and marsala colors with satin lapels and chevrons.

*Brave and freedom-loving beauty in the brightest dress from Choupette special occasion collection - saturated scarlet color with a flower decor.*



*... They sincerely trust in miracles and are not afraid to follow the dream together, despite all barriers and difficulties.*



Sk.: 958.43, Sk.: 560.43