

FASHION MAGAZINE CHOUPEPTE

spring-summer 2020

**CONSCIOUS
FASHION!**

*From the red
carpet to the ball...*

**ALWAYS
TOGETHER!**

**I WANT TO BE
A BLOGGER!**
5 TIPS

UFO

Truth or
fiction?!

**WELCOME
TO THE REAL
WORLD!**



« FASHION BLOGGER »

Fashion bloggers became an integral part of the industry: their pages provide an opportunity to learn about the latest trends, read about beauty secrets and see live broadcasts from designer shows.

The new Choupette collection is a reflection of modern bloggers trend and embodies all the latest global trends in street fashion.

The designers paid particular attention to decorating, the main elements of this collection are: flip-flop sequins, mesh finishes, transparencies, 3D chevrons and printed braid.



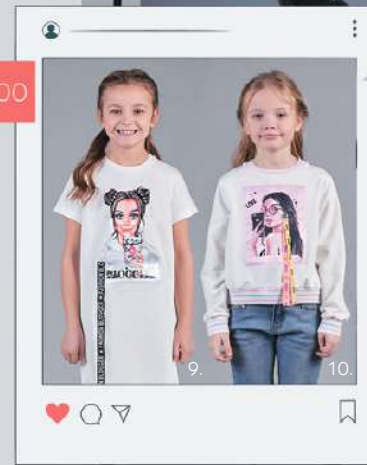
Virtual life was transferred to the collection models in the form of cute and funny faces, colorful candies, bagels and hearts. They became the heroes of prints and now decorate everyone's favorite and trendy culottes, leggings, skirts, sweatshirts and crop tops.

The product cut is as light and comfortable as possible for the most active girls. And airy dresses-shirts, double-layer tunics with chiffon sundress and t-shirts with fancy appliques will be the perfect complement to the wardrobe of the modern little fashionista.



PERFECT DENIM

+100



Denim needs no introduction. Skinny jeans with vintage effects, denim jacket with bright stripes and skirt with pink decorated zipper — are the best options for the offseason, and everyone knows it!

HOW TO WEAR AND COMBINE:

1ST LOOK

The so-called "Denim pair" - jacket + pants OR jacket + skirt - from a classic blue denim. Complement the look with a white t-shirt or a blouse.

2ND LOOK

Hoody dresses, shirt dresses and sundresses can be easily combined with a denim jacket. Complement the look with a bright accessory and shoes.

3RD LOOK

Denim skirt and any top of your choosing, from sweatshirt sweaters to t-shirts with bright prints and bombers.

5 TIPS:

1. Decide on the topic for the blog. It should be chosen based on your knowledge or your favorite hobby, in which you are well versed or very interested. The more interested you are, the more fun it will be for your subscribers.
2. You need to find your key ingredient, your own style and stand out from the others! Find something that will distinguish you from other bloggers!
3. Choose the platform where you will run your blog (VK, FB, Instagram or Youtube).
4. Make a content plan and start regularly write and adjust your posts, take photos and shoot videos for your audience. It is also important to maintain feedback with subscribers: to answer their questions, comments, give advice.
5. It is important to advertise your blog correctly, and all sorts of promotion tools will help you with this.

The success and relevance of the blog will depend on how you present information, maintain communication and interest in the blog.

I WANT TO BE A BLOGGER!

1. Sku.: 45.84 Dress | 2. Sku.: 31.84 Crop Top Jacket, Sku.: 44.84 Skirt | 3. Sku.: 49.84 Baseball hats | 4. Sku.: 15.84 Sweatshirt, Sku.: 23.84 Culottes | 5. Sku.: 36.84 Sweatshirt, Sku.: 30.84 Skirt | 6. Sku.: 25.184 T-shirt, Sku.: 42.84 Skirt | 7. Sku.: 27.84 Dress | 8. Sku.: 40.84 Baseball hats | 9. Sku.: 29.84 Tunic | 10. Sku.: 02.84 Sweatshirt | 11. Sku.: 48.84 Jean Jacket | 12. Sku.: 01.84 Jacket, Sku.: 04.84 Skirt | 13. Sku.: 48.84 Jean Jacket, Sku.: 17.84 T-shirt, Sku.: 07.84 Jeans | 14. Sku.: 24.84 Bomber, Sku.: 25.84 T-shirt, Sku.: 38.84 Pants | 15. Sku.: 11.84 Costume | 16. Sku.: 35.84 Dress | 17. Sku.: 03.84 Sweatshirt, Sku.: 08.84 Skirt

Inspired by the beauty of endless deserts, long-haul roads, safari and getting ready to meet the summer in the right outfit! This season designers chose the colors of the desert for little travelers – sand, olive, caramel and dusty pink.

The main fabrics of this season are cotton, chiffon and knitwear. And the looks are decorated with exotic flowers, fashionable fringe, macrame and animal prints, whose characters are the inhabitants of the animal world: zebra, leopard, tiger and giraffe. Pleated dress with a wild leopard print, diluted with delicate flowers and an A-line dress with a rhomboid sequins decor with the addition of red and gold shades undoubtedly will become a hit of the spring-summer 2020 season.

A variety of animal prints are breathtaking even for the most fearless travelers.

What predatory pattern would you prefer?

Not only traditional leopard and giraffe are in trend, but also a black and white zebra, choose what's closer to the spirit of your young Amazon!

Don't be afraid to wear a totalprint - this season the maximum creativity reigns!

Desert flower

WILD CRUISE

PREDATORY PRINTS

- LEOPARD
- ZEBRA
- TIGER
- GIRAFFE

It has been half a century since fashion designers first presented safari-style looks on the catwalks, giving all fashionistas the most trendy travel uniforms.

In the spring-summer 2020 season, it is coming back! Wild prints, loose fit and caramel beige colors - it is going to be difficult to resist.

Wild West Aesthetics also doesn't want to leave the most fashionable wardrobes. There is nothing better than fringe looks, just like in the legendary westerns.

The word "Safari" entered the English language in the 19th century. It was not invented on purpose: it was borrowed from the Swahili language, in which this word means «journey». Safari as clothing style formed due to the 20^s fashion hobby of the last century: wild animals hunting in the african prairies.

As it often happens in the fashion world, a comfortable uniform that has purely practical significance became the subject of a fashion cult.

Spring-Summer
1968
Yves Saint Laurent

Safari Style -
Trend History

Spring-Summer
2020
Choupette

1. Sku.: 911.43 Dress, Sku.: 51.86 Bezel | 2. Sku.: 920.43 Dress, Sku.: 54.86 Bezel | 3. Sku.: 793.43 Dress, Sku.: 52.86 Bezel | 4. Sku.: 05.86 Costume | 5. Sku.: 03.86 Tunic dress | 6. Sku.: 14.86 Jacket, Sku.: 26.86 Sweatshirt, Sku.: 35.86 Skirt

7. Sku.: 01.86 Tunic, Sku.: 02.86 Leggings | 8. Sku.: 27.86 T-shirt, Sku.: 22.86 Skirt | 9. Sku.: 30.86 T-shirt, v.: 21.86 Skirt shorts | 10. v.: 912.43 Dress | 11. Sku.: 32.86 Dress | 12. Sku.: 915.43 Dress | 13. Sku.: 918.43 Dress, Sku.: 55.86 Bezel | 14. Sku.: 11.86 Tunic dress, Sku.: 53.86 Hat | 15. Sku.: 31.86 Dress

MATRIX



**WELCOME
TO THE REAL
WORLD!**

This season, Choupette designers have combined all the current trends of youth street style with the fast-growing trend of new technologies: printed fabrics in the form of matrices, letters and codes, neon colors in prints glowing in the dark, decors in the form of LEDs and flashing lights.

The main colors of the collection for boys are: green neon, black and gray melange. Bold prints in the form of falling luminous signs and aliens, decors from holographic stickers, finishes from braid and mesh will make the image of the boy bright and very modern, because technology does not stand still, as so doesn't fashion.

Street fashion is especially emphasized by matrix-printed tracksuits, neon-luminous sweatshirts, T-shirts and everyone's favorite cargo pants

UFO

As the famous British astrophysicist Stephen Hawking believed, aliens exist but we better stay away from them. You never know...

The term «flying plates» first appeared in 1947, after an American businessman and experienced mountain pilot Kenneth Arnold said that he saw over the Cascade Mountains (Washington state), several strange flying objects, according to shaped like plates.

In 1947, shivers of a ship of extraterrestrial origin was discovered in Roswell. However the government hastened to declare it a new earthly flying device. People still accuse the authorities of hiding from them the facts of the existence of extraterrestrial civilizations.

The first unidentified flying object was photographed in 1883 in Mexico.

The history of reflective clothing began in 1964, when an unusual uniform was given to Scottish railroad workers as an experiment. It was a pure experiment, designed to understand whether the reflectors on the clothes of railway employees will reduce the number of accidents. The result was amazing: reflective kits completely solved the problem of "invisible" pedestrians in the dark. Soon, road workers, and then other services around the world, changed into such vests and jackets. In 2004 four times the best British fashion designer Alexander McQueen drew his attention to reflective tapes. Next came Maison Margiela, Calvin Klein, Prada, Balenciaga, Yeezy



DRAGON SIGN

«How to tame a dragon», «Game of thrones», «Avatar» and many other adventure fantasy became the inspiration for Choupette designers for the new collection «Dragon sign» for boys. Fantastic looks for the most energetic boys, always ready for new discoveries and adventures.

The shades of the collection this season are the colors of the earth. The product cut is as light and comfortable as possible, not constraining the movements of young and active guys. Tracksuits with styled sleeves, cool bright printed T-shirts with a glow in the dark effect and a novelty of the season – a T-shirt decorated with chevron with a shimmering picture effect.

Reflective prints and «dragon» animations – all this with an easy hands of designers appeared on the looks of the new collection «Dragon Sign». The collection is complemented by cargo pants, sports shorts with a dragon print and jeans.

SAVE THE DRAGON

Luminous clothes, as well as individual reflective elements, are painted with special paints which contain phosphors. They accumulate daylight for a certain time and then glow in the dark.



1. Sku.: 18.85 T-shirt, Sku.: 12.85 Jeans | 2. Sku.: 03.85 Longsleeve, Sku.: 11.85 Pants | 3. Sku.: 07.85 T-shirt, Sku.: 25.85 Cargo pants | 4. Sku.: 04.85 Vest, Sku.: 12.85 Jumper | 5. Sku.: 13.85 Sports, Sku.: 11.85 Pants, Sku.: 30.85 Baseball hats | 6. Sku.: 24.1.85 T-shirt | 7. Sku.: 16.87 T-shirt | 8. Sku.: 08.85 Longsleeve, Sku.: 25.85 Cargo pants | 9. Sku.: 01.85 Jacket, Sku.: 26.85 Hat | 10. Sku.: 02.87 Sweatshirt, Sku.: 29.85 Baseball hats | 11. Sku.: 10.87 Longsleeve, Sku.: 243.70 Jeans | 12. Sku.: 12.87 T-shirt, Sku.: 248.70 Cargo pants | 13. Sku.: 16.87 T-shirt, Sku.: 04.87 Pants | 14. Sku.: 13.87 T-shirt, Sku.: 249.70 Cargo shorts | 15. Sku.: 15.87 T-shirt, Sku.: 247.70 Shorts | 16. Sku.: 15.87 T-shirt, Sku.: 248.70 Cargo pants | 17. Sku.: 11.87 T-shirt, Sku.: 242.70 Jeans | 18. Sku.: 09.87 Longsleeve, Sku.: 03.83 Pants from a suit | 19. Sku.: 01.87 Jacket

From the red carpet to the ball...



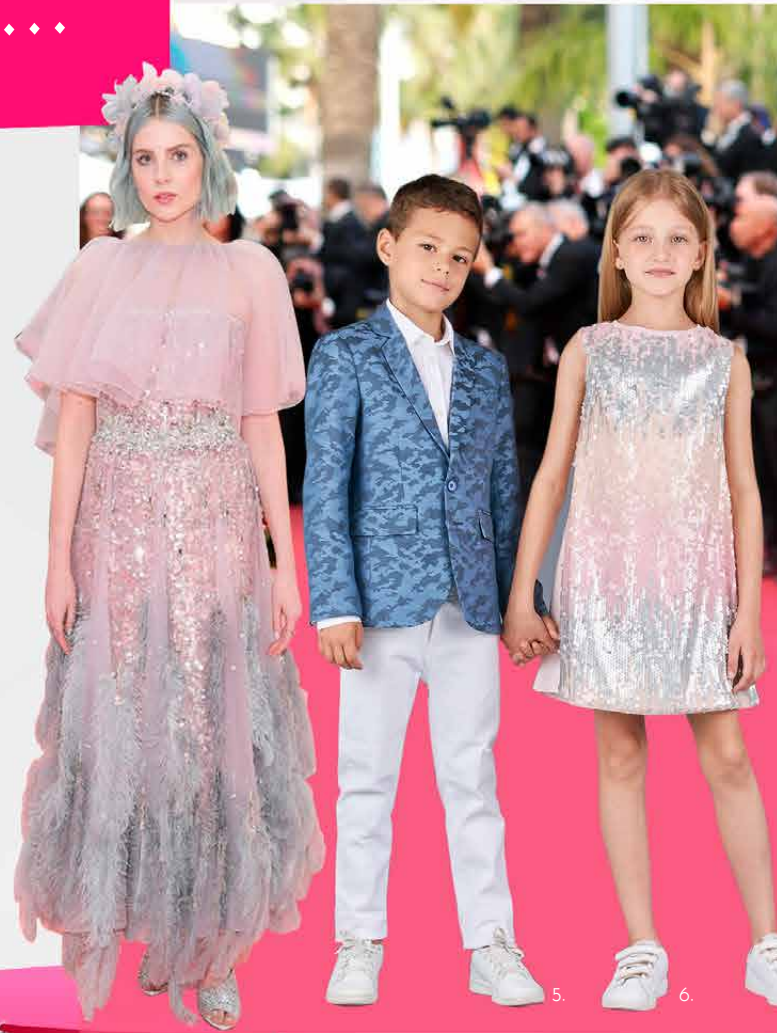
We constantly seeking inspiration in fashion and style from Hollywood stars, especially when we select outfits for our children. Red Carpet, movie premieres and performances - the most stylish stars are here!

In the new special occasion collection Choupette designers created outfits that are just as good as Hollywood ones!

But besides the title of «The most beautiful dress» or «The most stylish at a party», for parents the most important selection criteria also remains convenience, quality and materials. Comfortable fit, natural fabrics and beautiful details - all this in the «Ceremony» collection for our young stars.

Outfits in the new collections are made mainly in light color range, a lot of white, milky, pale pink and blue. Natural fabrics, linen and cotton are prevailing. It reminded us the wedding looks of supermodel Kate Moss (John Galliano dress) and Jamie Hince (YSL costume), outfits combine conciseness and airiness.

Linen suits, fitted shirts in blue and white, vests, shorts, polo shirts and jackets with a new jersey creative gray-blue military print all this in the collection for boys. Fashionable and courageous style is in trend and it's confirmed by such fashion houses as Balmain and Louis Vuitton.



Actress Lucy Boynton, who appeared at a Met Gala ball in a dusty pink Prada dress, embroidered with sequins and feathers!



Young dreamy princesses a step away from the main event in their life — a magic ball...

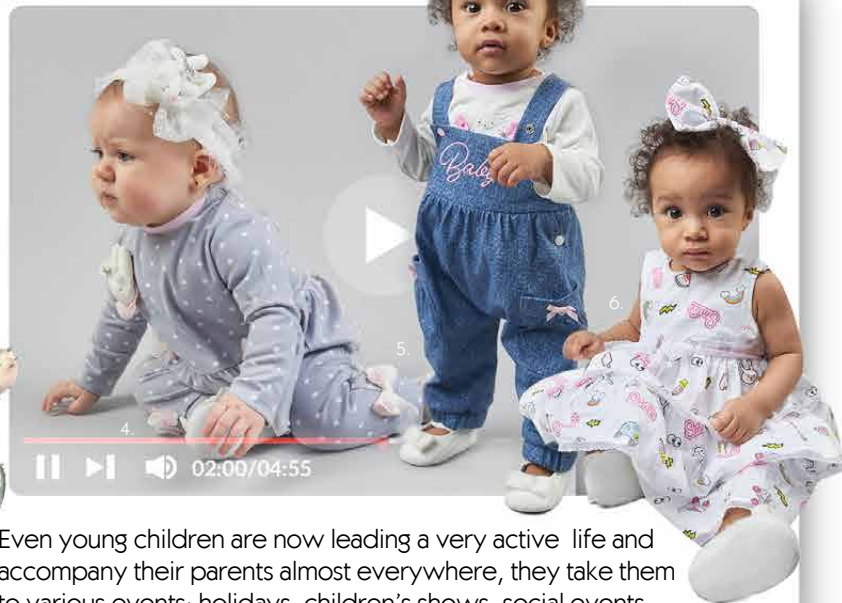


FROM 0 TO 1



Even young children are now leading a very active life and accompany their parents almost everywhere, they take them to various events: holidays, children's shows, social events.

Outfits for young fashionistas shouldn't give in to adult ones!



ALWAYS TOGETHER!

Very often beginning and inexperienced parents get lost before the holidays and don't know how to dress up beloved child. After all, every parent wants so that it is his child who is the cutest, beautiful and charming. Clothes should be not only beautiful and elegant, but also comfortable. Children will move a lot, play during the holiday. In this case, you casual images will suit: bright overalls, dresses, skirts or pants with t-shirts.

For a more serious event, most moms and dads choose air dresses for their babies, they even more emphasize their tenderness. Dress can be made with various lace inserts, huge beautiful bows and flower decors. You can complement this look with a beautiful head accessory.

In boys collection solemnity of the moment is highlighted with details— styled tuxedos and elegant striped jackets complemented by accessories such as mini butterflies and bab bootees.

Anastasia Meskova with her husband Alexander and sons Vasily and Savely at Tatler New Year tree. Sons in total look from Choupette. Photo: Svetlana Nakonechnaya / WMJ.ru

CONSCIOUS FASHION!

Parents age increases and they are more serious and conscious about the birth and upbringing of children, and the first holidays of babies for them are the most tremulous and valuable.

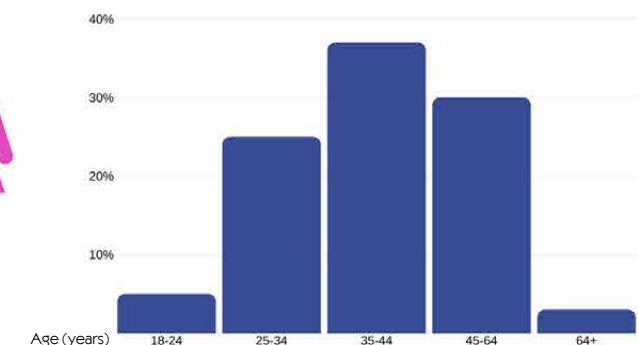
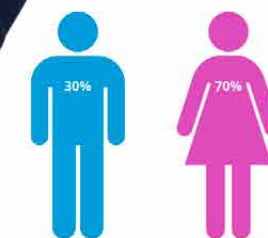
Awareness is also manifested when buying clothes, and this direction has already grown into a trend that is becoming more and more popular. Shopping for children's items occupy a large place in the life of parents. So if the girls under 25 often make purchases on an emotional level, which they may not need, then the age group 22-44 awareness increases.

Based on Choupette customer surveys, mindfulness to shopping mostly begins to manifest itself in the age groups 25-44 years old, they have a clear understanding of what exactly they want to buy.

The choice in favor of the later children birth is made not only by mothers, but also by fathers, as confirmed by research. Scientists from Stanford University in the United States found that the age when a man first becomes a father is steadily increasing, and now averages around 30 years. Over the past 44 years average age of first paternity grew from 26 to 30 years.

In Europe, the numbers are similar: every sixth father of the first child is over 40 years old. In Russia, such statistics are not kept, but it can be concluded that if the average age of women having first child will grow, age of men will grow too. In Russia, women give birth to their first child at 26-27 years. «And this figure can be call a significant leap in the historical aspect, - experts note. - For example, in the 1980s, the average age of women, giving birth to the firstborn, was 23 years old. There were periods when this figure went down to 22, and to 21 years. Today we are moving in the same direction as Europe.»

THESE STATISTICS ARE CONFIRMED BY THE CHOUPETTE CUSTOMER PORTRAIT:



Left photo: Ereemeev Dmitry, captain of military aviation

1. Sku.: 46.86 Kit | 2. Sku.: 45.86 Sandbox | 3. Sku.: 43.86 T-shirt, Sku.: 42.86 Skirt | 4. Sku.: 73.84 Longsleeve, Sku.: 74.84 Pants, Sku.: 77.84 Dressing | 5. Sku.: 57.84 Bib overall | 6. Sku.: 56.84 Dress | 7. Sku.: 989.43 Dress
8. Sku.: 992.43 Dress, Sku.: 1004.43 Bandage | 9. Sku.: 1021.43 Overalls | 10. Sku.: 66.84 Dress
11. Sku.: 1057.43 Dress, Sku.: 1002.43 Bandage | 12. Sku.: 37.85 Jacket, Sku.: 1006.43 Pants
13. Sku.: 1011.43 Overalls

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CHOUPETTE

by Pampili



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«Accessories can radically transform any, even the most uncomplicated look. Bright bag and shoes are able to highlight even a simple ensemble of jeans and a white T-shirt. Light and white shoes remain prominent trends in this season, plus this is an easy way to refresh the image. Do not be afraid of experiment: the combination of dark clothes and light shoes is no longer banned. First, don't be afraid to mix several colors in one look, for example, black puffy skirt with a bright crop top and silver boots.»

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