

CHILDREN'S CLOTHING BRAND

CHOUPEPTE



CHOUPETTE WORLDWIDE

100 + boutiques worldwide

TM Choupette is represented in 86 cities of Russia and
abroad

The brand is presented in 300 multibrand retail chains



CHOUPETTE

2007 year

Founding of TM Choupette



2016/2017 year

Launch of Choupette in
USA & Switzerland market

CHOUPETTE

2017 year

Launching of Choupette
corporate University

CHOUPETTE

2011 year

Start of franchise program
development



2016/2017 year

TM Choupette entered the TOP-100
franchises in Russia according to the
BeeBoss rating



2017 year

TM Choupette received the diploma of
the National award in the field of
Import Substitution



2014 year

Profashion Awards:
"Marketing policy of the year"
"Perspective of the year"



2017 year

TM Choupette became the Winner
in "Golden Bear awards"
("Public recognition")



2018 year

TM Choupette became the Winner
in "Golden Bear awards"
("Best brand")



2014 year

TM Choupette became the Winner
in "Golden Bear awards"
("Best college uniform")



2017 year

TM Choupette recognized as the
best own brand of children's clothes
by Private Label Awards



2019 year

TM Choupette became the Winner
on "Kids Fashion Awards"
("Best fashion brand")

OUR ADVANTAGES



OWN PRODUCTION

Own design Bureau is working on the construction of unique patterns that allow you to create comfortable outfits. For tailoring we use natural fabrics of the global textile mills. A group of technologists monitors compliance with quality standards.



INDIVIDUAL STYLE

A limited collection of clothes, recognizable for its beauty and quality envelopes and kits for newborns are developed by Russian designers in collaboration with the New York fashion Agency, combining adult global fashion trends with tenderness and romance of the children's shapes and lines.



FINANCIAL STABILITY

Placement of own production facilities in Russia provides an adequate trade margin for products and minimal dependence on changes in the exchange rate.



ASSORTMENT MATRIX

Full product line of the store allows you to provide interest and demand evenly throughout the year.

- Baby nests and kits
- Fashion-collections for children from 0 to 12 y.o.
- Special occasion clothes for holidays and ceremonies
- College collection (up to 16 y.o.)
- Outerwear and hats
- Underwear
- Tights and stockings
- Accessories for children
- Children's shoes



FOR NEWBORNS

From 0 to 1 y.o.

- Baby nests and kits
- Baptismal clothing
- Fashion collections for children from 0 to 12 months
- Special occasion clothes
- Outerwear
- Shoes
- Underwear
- Accessories





KINDERGARTEN

from 86 cm to 122 cm

- Fashion collections for children from 1 to 6 y.o.
- Special occasion clothes
- Outwear and hats
- Underwear, thermal underwear
- Tights and stockings
- Accessories for children
- Children's shoes





SCHOOL STUDENTS

from 128 cm to 152 cm

- Fashion collections for children from 6 to 12 y.o.
- Special occasion clothes
- School uniform (up to 16 y.o.)
- Outwear and hats
- Underwear, tights and stockings
- Accessories for children
- Children's shoes



NEW STORE CONCEPT



70 - 100 sq. m.

NEW STORE CONCEPT



PR ACTIVITY



РБК vc.ru

СЧАСТЛИВЫЕ РОДИТЕЛИ
PARENTS.RU



Яндекс Новости

CHOUETTE COOPERATES WITH VARIOUS BUSINESS PORTALS AND MAGAZINES, REGULARLY PARTICIPATES IN VARIOUS FASHION EVENTS AND TELEVISION PROGRAMS



FASHION SHOWS

CHOUPETTE REGULARLY TAKES PART IN TOP INTERNATIONAL FASHION SHOWS



CELEBRITIES

THE BRIGHTEST STARS OF RUSSIAN SHOW BUSINESS ARE CHOOSING
CHOUPETTE



CONTACTS

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THANKS!

