

FASHION MAGAZINE CHOUPEPTE

Autumn-winter 20/21

**BIG CITY
RHYTHM**

**Is it getting
colder?
We know
what to wear!**

Must-have

of the autumn-winter season

90'S
FASHION ELEMENTS
ARE POPULAR AGAIN!

*Getting ready for
the ball...*



BALLET CLASS

The new «Ballet Class» collection by Choupette was created for active and creative people who love art and dance.

This season, the ballet theme takes on a new direction: brand designers suggest combining lace and airy mesh with leather in sport - chic style. Combination of pastel shades and black color are giving brightness and personality to the collection, and loose fit allows to lead an active lifestyle.

«TO BE ELEGANT DOES NOT MEAN TO BE STRIKING.
IT MEANS TO BE ENGRAVED IN MEMORY»
GIORGIO ARMANI



90s FASHION ELEMENTS ARE POPULAR AGAIN!

When putting together an oversized look, play with textures, not colors. For example, a volume sweatshirt can be mixed with leggings decorated with mesh skirt, or with leather high-waisted shorts.

Another spectacular trend is grid. It is still on every fashion catwalk and becoming the material that can be used in both summer and winter collections. This season, designers have prepared for you mesh blouses with lace elements and wing-shaped volants, multi-layered skirts in pastel shades and our novelty - trousers decorated with a mesh skirt.



ONE OF THE MOST POPULAR FASHION TRENDS 2020 - HIGH WAIST!

Leather shorts, skirts, culottes and everyone's favorite leggings always work - regardless of the season! Leather products are very self-sufficient, so it is better to combine them with a T-shirt, shirt or long sleeve in a discreet and delicate color.

TAKE NOTES ON THE MOST COOL COMBINATIONS!

- 1 Leather high-waisted shorts + delicate blouse with accent sleeves
- 2 Leather high-waisted skirt + plain color long-sleeved with stripes
- 3 Leather high-waisted culottes + plain white T-shirt and hoodie as an addition to the look
- 4 Leather leggings + lengthened white shirt with bright print (you can also tie it on the waist)

FOR THE LITTLE ONES...



1. Sku.: 33.89 Blouse, Sku.: 37.89 Trousers, Sku.: 5010780080 Boots
2. Sku.: 25.89 3Color Combined Sweatshirt, Sku.: 55.89 Combined leggings with skirt | 3. Sku.: 28.89 Dress | 4. Sku.: 20.89 Sweatshirt, Sku.: 29.89 Shorts, Sku.: 5050380004 Sneakers | 5. Sku.: 41.89 Blouse, Sku.: 29.89 Shorts | 6. Sku.: 32.89 Blouse, Sku.: 37.89 Trousers | 7. Sku.: 39.89 High Waist Culottes, Sku.: 6008710497 Backpack by Pampili | 8. Sku.: 76.89 Tracksuit (sweatshirt and pants) | 9. Sku.: 80.89 Dress | 10. Sku.: 73.89 Bodysuit | 11. Shoes by Pampili | 12. Sku.: 07.89 Dress | 13. Sku.: 40.89 Sweatshirt, Sku.: 1085.43 Skirt, Sku.: 5800720080 Bag by Pampili



STREET-ART

Pokras Lampas is one of the most famous and fashionable artists in Russia.

He works in the direction of calligrafuturism - a symbiosis of street art, the ancient art of calligraphy, performance and reflections on the future. With his paintings, the artist wants to draw attention to the modern art - this aspiration inspired Choupette designers to create collection «Street-art».



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FOR THE LITTLE ONES...



13.



14.



15.

ICE ROCK

The page contains photographs of works by Pokras Lampas.

SPORT INTEREST

The sporty style of clothing entered fashion in the 20s of the XX century.

The first to use it was French fashion designer Jean Patou, known for his original folklore embroidery, bright patterns in the Art Nouveau style, but above all - sports suits, which had his monogram.

ICE HOCKEY

JUNIOR SUPER

One of the most popular sports - hockey, served as inspiration to create a new collection for boys «Ice Rock». It is based on basic and functional items for everyday wardrobe. Double-layer T-shirts, soft hoodies, joggers and knitted jumpers made of natural cotton are a find for active and goal oriented boys. Another integral plus - all things in the collection can be combined between each other, which allows you to collect many interesting looks for both sports and everyday life.

JUNIOR SUPER



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« Fashion is an exciting way to show yourself. The right clothes makes you interesting and extraordinary person »
Vivienne Westwood

The bold and active character of young fashionistas is emphasized by bright colors, military themes and digital prints. Longsleeves with double sleeves and the incredibly comfortable jersey sweatshirts will be this season's favorites. A free silhouette hoodies and t-shirts combined with jeans and pants pose dynamic and at the same time comfortable image.

THE COLLECTION FULLY REFLECTS BIG CITY RHYTHM,

and a casual jacket with a hood, tracksuits, cargo pants and warm hoodies are the best solution for an active life in the stone jungle.



Photo: Marina Pershina @pershina_marina

1. Sku.: 01.91 Jacket, Sku.: 16.91 T-shirt, Sku.: 12.85 Jeans I 2. Sku.: 18.91 Sweatshirt I 3. Sku.: 14.91 Sports suit I 4. Sku.: 12.91 Sweatshirt, Sku.: 19.91 Trousers I 5. Sku.: 19.90 T-shirt I 6. Sku.: 23.91 Hooded Footer Sweatshirt I 7. Sku.: 03.91 Bomber, Sku.: 15.91 T-shirt I 8. Sku.: 11.91 Hooded Footer Sweatshirt, Sku.: 19.91 Trousers I 9. Sku.: 25.91 Bomber, Sku.: 07.91 T-shirt, Sku.: 21.91 Trousers I 10. Sku.: 30.91 Sweatshirt I 11. Sku.: 37.91 Suit I 12. Sku.: 39.91 Boody I 13. Sku.: 11.90 Sweatshirt I 14. Sku.: 13.90 Overalls I 15. Sku.: 14.90 Overalls I 16. Sku.: 15.90 Shirt, Sku.: 08.91 Trousers I 17. Sku.: 02.90 Sweatshirt I 18. Sku.: 06.90 Sweatshirt I 19. Sku.: 03.90 Sweatshirt I 20. Sku.: 01.90 Bomber



18.

19.

20.



Winter Ball



Getting ready for the ball...

Complete the classic white shirt and dark chinos look with a trendy blue military blazer and a matching bow tie. Now we are definitely ready to go to the winter ball!



It is impossible to imagine a modern man's wardrobe without classic shoes!

In a fancy gradient dress, complemented by a fur bolero and a silver handbag, you will be in a spotlight!



Corset ball gown is perfect for the first appearance. And you can complement your look with a simple coat or a fur coat in the same shades.



Another novelty of this season is an airy dress with floral decor, like the tenderness of a winter garden.



And now we have to choose the right shoes! Here are several options for ballet flats in delicate shades that perfectly complete the solemn look of a young fashionista.



1. Sku.: 1095.43 Dress | 2. Sku.: 1105.43 Dress | 3. Sku.: 786.43 Dress
4. Sku.: 1107.43 Dress | 5. Sku.: 1104.43 Dress | 6. Sku.: 1091.43 Dress
7. Sku.: 939.43 Shirt, Sku.: 937.43 Jacket, Sku.: 938.43 Trousers,
Sku.: 20.002 Boots | 8. Sku.: 1192.43 Dress, Sku.: 1110.43 Bolero,
Sku.: 6008740004 Bag by Pampill | 9. Sku.: 1086.43 Dress | 10. Sku.: 1093.43 Dress,
Sku.: 54.86 Bezel

In royal Russia, winter balls were an integral part of social life: at this time of the year they were held especially often.

The ladies were very careful with their wardrobe. The image of a debutante who first went to the ball was gentle and modest. Preference was given to pastel colors and flying fabric. As a decoration, the girls often wore velvet ribbon, which emphasized the grace of neck and shoulders.

The gentlemen approached the choice of attire no less responsibly: the obligatory attributes were a white shirt and gloves, and a boutonniere was attached to the tailcoat's lapel.



This winter young fashionistas prefer light colors: pink, blue and ecru. And the bravest are not afraid of bright shades - cherry, deep blue and black.

11. Sku. 1099.43 Dress | 12. Sku. 1086.43 Dress | 13. Sku. 1133.43 Dress
14. Sku. 1109.43 Dress | 15. Sku. 1108.43 Dress | 16. Sku. 1175.43 Dress
17. Sku. 1176.43 Dress

The classic print - polka dot in a new interpretation.



For the little ones...

The collection for toddlers repeats the dresses of older girls. Delicate colors, airy decor from mesh and sequin create the image of a little princess.



Is it getting colder? We know what to wear!

The coat is the most fashionable and elegant outerwear option.

Collection for girls is dominated by light shades and straight cut, and for boys, designers have created models with offset prints.

Faux fur vests have become more and more popular over the past few seasons

Streetstyle photos from fashion weeks show a variety of colors and styles. And this is not surprising, because such vests are very practical and go well with both pants and skirts.



The manufacturer reserves the right to change the design of the products without quality loss. The publication is advertising and is not a public offer.



Reversible jacket - a great solution for those who want to be different and loves to amaze!



For girls, designers offer models in both calm shades and with an unusual animalistic zebra print. For boys - jackets with a fur collar and offset inscriptions.

Coco Chanel gave fashion a pied-de-poule print - this season it is rapidly gaining popularity again.



In winter, you should give preference to straight or A-line winter jackets.

Windproof fabric, down padding and lengthened silhouette ensure maximum warmth even in the coldest weather!



1. Sku.: 584.20 Vest | 2. Sku.: 582.20 Coat | 3. Sku.: 610.20 Coat
4. Sku.: 607.20 Fur coat | 5. Sku.: 613.20 Double-sided jacket
6. Sku.: 614.20 Jacket | 7. Sku.: 595.20 Parka | 8. Sku.: 606.20 Jacket
9. Sku.: 686.20 Vest | 10. Sku.: 589.20 Jacket

90+ STORES ALL OVER THE WORLD

NEW CONCEPT OF CHOUPETTE STORES - STYLISH NEOCLASSICS!

Bright and unique neoclassical concept gets a wider distribution. Choupette keeps on opening renovated stores throughout Russia.



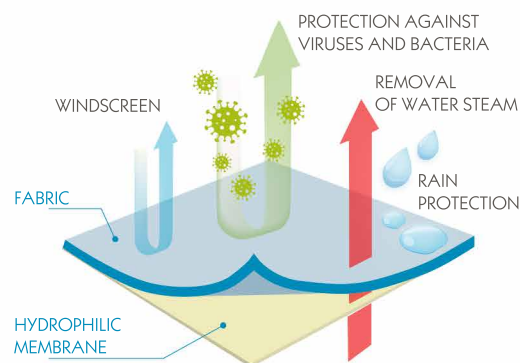
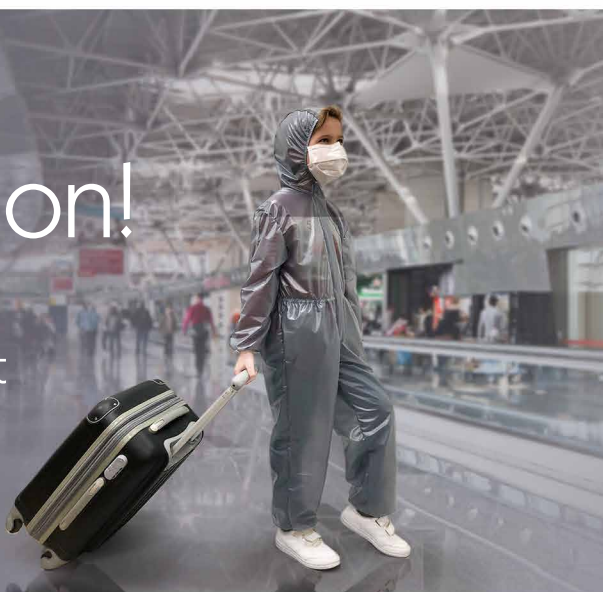
SHOPPING HAS BECOME EVEN MORE CONVENIENT:

- Average store area has increased;
- The assortment matrix and age group have expanded up to 12 years old;
- New collaborations have appeared in product categories;
- Pleasant light and pastel colors create fabulous store atmosphere;
- All visitors will have comfortable and safe shopping.

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for children
from Choupette!



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