

FASHION MAGAZINE

CHOUETTE

Spring-Summer 2021



**ROCKER
REBELLION**

THE HISTORY
OF CRUISE
STYLE

FASHION
trends

**BABY
Shower**

gifts for newborn

MIX & MATCH

GLAM ROCK

Glam rock collection - rocker rebellion and elegant glamor.

The duet of pink and black will be a bright accent of the spring wardrobe

Choupette designers offer to wear complex dress styles this season: two-layer with tulle, with fringe and lace or with a chevron in the form of wings on the back. The Glam Rock collection reflects one of the main trends of the season - a daring combination of tulle and eco-leather.

The American rock singer **Avril Lavigne** can rightfully be called an icon of female glam rock. Her outfits have always skillfully combined black and feminine shades, especially pink.



Completing the look with stylish accessories



1. 1191.1.43 Dress | 2. 14.92 Jacket | 3. 1190.43 Dress | 4. 26.92 Jacket, 27.92 Skirt | 5. 30.92 Crop-top, 21.92 Culottes | 6. 07.92 Shirt, 28.92 Pants



01.92 Skirt 638.035.0463
 04.92 Bomber 600.955.0004
 34.92 Tunic dress 600.900.0089
 06.92 Jacket 501.102.0093
 10.92 Skirt 295.290.0080
 7. 8.

FOR THOSE WHO ARE NOT AFRAID TO STAND OUT!



9. 15.92 Dress | 8. 03.92 Bomber, 12.92 Skirt | 9. 35.92 Dress | 10. 45.92 Dress | 11. 20.92 Shirt, 12.92 Skirt | 12. 1191.43 Dress

Now we have something in common ...

Love for Choupette!

Stay with us and very soon there will be cool giveaways and videos with me.

OMG!

Popular blogger Maria OMG @mariya.omg

Cruise

When creating a «Cruise» collection Choupette designers were inspired by turquoise smooth water, sea wind and sun. In color scheme clean laconic tones were emphasized: combination of various shades of blue, white and red.

An irreplaceable detail - blue strip that sets as decor and as the main product print

This season Choupette recommends to give preference to a loose fit: A-line dresses, light skirts and t-shirts with butterfly sleeves. And a wicker hat or a visor will become elegant end to summer look.

What is the history of cruise style?

It all started in the middle of the XIX century, when the English queen Victoria ordered to dress up her little son in sailor uniform in tribute to the British fleet. Nobles and then ordinary people followed her example.

Further development the cruise style received in the XX century. Fashion queen Coco Chanel shocked French Riviera, appearing on the beach in striped blouse and loose pants. Soon she began to sell these things in her boutique. That's how cruise style appeared in women's clothing.

Let's begin our UNFORGETTABLE JOURNEY



1. 11320.43 Dress | 2. 1126.43 Dress | 3. 1127.43 Dress | 4. 36.94 T-shirt, 82.94 Shorts | 5. 83.94 Dress | 6. 34.94 Dress | 7. 12.94 Sweater, 18.94 Pants | 8. 28.94 Double layer dress with mesh

Sport chic style firmly entered fashion and will be especially relevant in the spring-summer 2021 season

In the Rally collection Choupette designers focused on the complex and an intense color scheme: bright yellow and red are combined with contrasting black and white. Also special attention was paid to prints - the collection reflects the auto racing theme, which all the boys are so fond of. For especially warm days Choupette offers to wear T-shirts and cotton shirts, and for cool evenings - hoodies and bombers with decors.

Don't be afraid of splashy colors and combinations...

To create many unique and memorable looks, mix pants and sweatshirts from different collections.



RALLY

Mix & Match



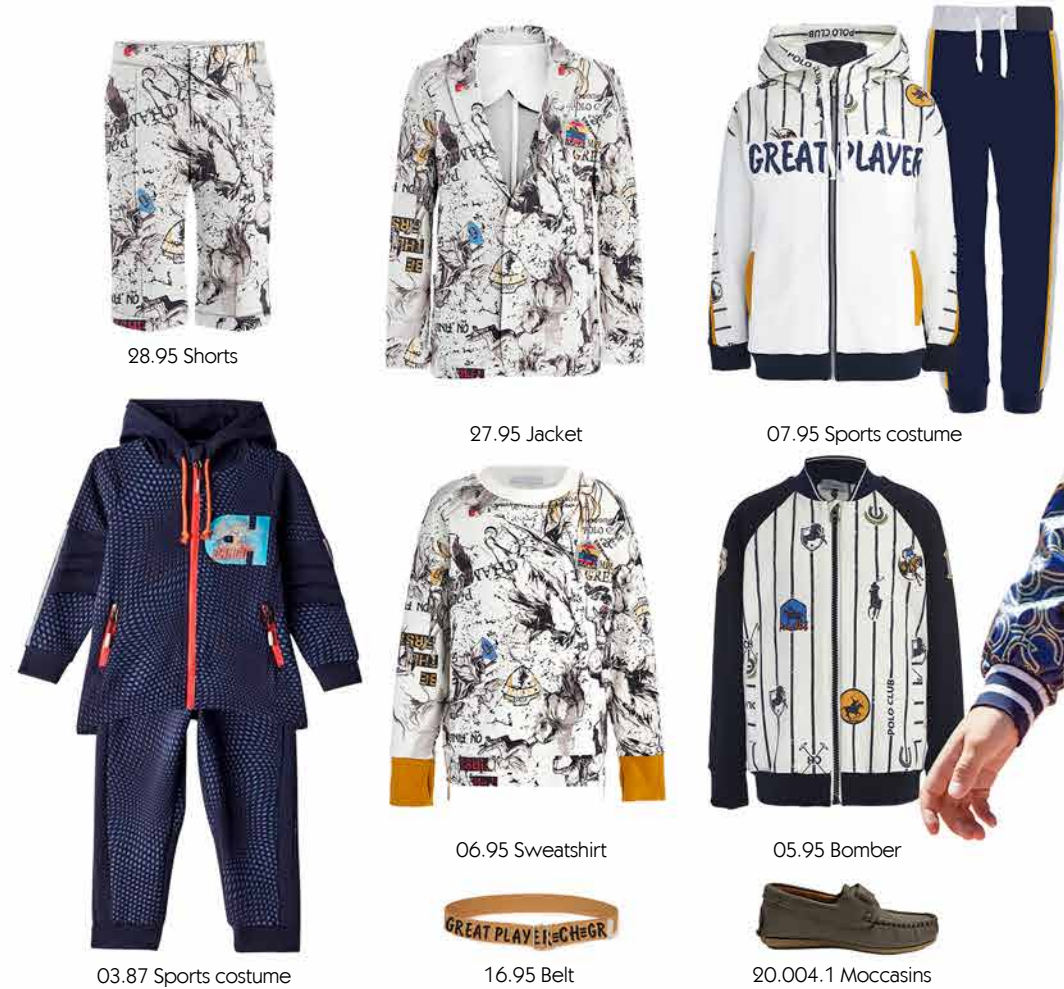
Elegant, imposing and truly aristocratic, Derby style is saturated with romantic charm of horse tournaments. That what became inspiration for new spring-summer collection Polo.

Style color palette includes calm, discreet shades that are as close to natural as possible: black, beige, white, sand, dark blue, ash gray.

Spring-summer 2021 season looks can be multilayered:

You can safely match trousers and jeans with a polo shirt, and put stylish windbreaker on top.

POLO



1. 5. 08.93 Sweatshirt, 269.70 Jeans | 2. 05.93 Bomber | 3. 22.93 T-shirt | 4. 16.93 Sweatshirt, 269.70 Jeans | 5. 08.93 Sweatshirt | 6. 21.93 T-shirt, 08.95 Pants

7. 01.95 Polo shirt, 10.95 Shorts | 8. 03.95 T-shirt | 9. 04.95 T-shirt | 10. 626.20 Windbreaker, 09.95 Pants

Special Occasion*

Each child's wardrobe must have one or several special occasions looks

This season, Choupette designers gave preference to natural fabrics such as cotton and linen. The lightness of the looks is emphasized by light colors: white, pink and sky blue.

NEW ARRIVALS & MAIN TRENDS OF SPRING-SUMMER 2021 SEASON:

1. A-SILHOUETTE

Despite its apparent simplicity, A-line dresses have been around for over 60 years. and are the most popular in the wardrobe of any true fashionista. And none other than **Christian Dior** introduced them to the world of fashion, by making some changes in the trapeze dress;



Fringe - one of the most fashion trends of 2021

2. FRINGE

The undisputed leader in designer collections of the upcoming season. The **Fendi** fashion house and **Jil Sander** has already confessed their love for her. A **Miuccia Prada** decorated with fringe almost all the things presented in the collection;

3. FATIN

Lush pink dress with a tulle skirt will always be appropriate for any party, and its graceful multilayer and comfortable «midi» length will not restrain movement;

4. ASSYMETRY

Dresses with asymmetric plume - a truly timeless style. Such look without a doubt can be an eccentric outfit for any youth party, birthday or gala ball;



STYLISH, REFINED AND UNIVERSAL

5. INDIGO

A novelty in the collection that will undoubtedly conquer your hearts, - jersey suits with trousers or shorts in indigo color. Complete your outfit with a shirt for going to the solemn event or white t-shirt for more everyday look;

6. FLAX

Linen clothes in summer are the most suitable because flax is not only the most Eco-friendly and versatile, but also the most stylish material for warm season 2021. You can complete your look with a light shirt and white trainers or sneakers.



1. 1193.43 Dress | 2. 1194.43 Dress | 3. 1151.43 Dress | 4. 368.1.43 Bow-tie , 929.43 Vest, 939.43 Shirt, 931.43 Shorts | 5. 1149.43 Dress, 969.43 Headband
6. 933.43 Jacket, 941.43 Shirt, 934.43 Shorts | 7. 1132.43 Dress | 8. 1138.43 Jacket, 943.43 Sweatshirt, 1140.43 Shorts

BABY Shower

GIFTS
for newborn
-10%
on all order list

Thanks to the Baby Shower service, mom can put together a baby wardrobe for a year in advance and not face the problem of identical gifts.

The service allows you to create comfortable conditions to select and buy all necessary things: from envelopes and elegant discharge sets to fashionable and comfortable clothes for the first days of baby's life.



Scan the QR code and watch short Baby Shower video



57.92 Dress



75.94 Overalls



59.92 Longsleeve bodysuit



634.20 Warm overalls with polyester filler



54.92 Dress



1053.43 Elegant blanket



47.92 Jacket from fluffy jersey



48.92 Sweatshirt



63.94 Longsleeve



Slippers in assortment



Set (dress & shorts)



67.94 Dress



69.94 Dress



40.93 Overalls



17.95 Set (Overalls, bonnet)



29.93 Sportsuit



632.20 Warm overalls with polyester filler



Slippers in assortment



30.93 Hoody



1056.143 baby nest



Blankets in assortment



19.265 Gift box

Where have you been before? - was my question when I found out that Choupette launched such a cool service. You have no idea how BABY SHOWER will simplify your life and make gifts truly desired.

You make a list of gifts for the future baby (wish list) yourself and send it to parents, friends, relatives and most importantly gifts will not be repeated!

This option is really necessary and cool!

Valeria Voronina
Blogger and multi-children mom | @princessv_mom



96.143 Christening gown



1162.43 Overalls



1010.43 Set (Overalls, bonnet)



1167.43 Set (Overalls, bonnet)

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CHOUPETTE

Now in your phone!

- Fast loading
- User-friendly interface
- Tracking order status
- Participation in closed sales and special promotions



90+
STORES
ALL OVER
THE WORLD



On Mother's Day Choupette held an unprecedented campaign and donated more than 43,000 items of clothing to large (multi-children) families.

Mothers all over Russia received one item of clothing from fashion collections for each child.



Choupette helps children from 15 foster homes.



In 2020, Choupette became the winner in the «Brand of the Year» category of the 10th Anniversary Commodity Awards, Golden Bear - 2019».

«Brand Choupette is a star in the design of children's clothing market. I am very happy for the team and I hope that if we fly to the moon, we fly in Choupette», - commented Antonina Tsitsulina, President of the Children's Products Industry Association.

Despite the pandemic, Choupette is successfully developing on the international market. Choupette signed cooperation agreement with India and Brazil, and also continued partnership with the UAE, Qatar, Cyprus, Germany and Belgium.