

FASHION MAGAZINE

CHOUETTE

Fall-Winter 21-22

BUGMATED
REALITY

FOR THOSE WHO LOVE
SPECTACULAR CASUAL!

NOT SO BORING
POLKA DOT IS
ALWAYS IN TREND

FEEL THE RHYTHM
OF A BIG CITY





Every girl wants to live in a fairy tale. With the collection «Magic Story» you will definitely make this dream of a little fashionista come true.

MAGIC STORY

Choupette brand designers were able to masterfully transfer world trends into the context of children's fashion. In the new collection, you will find main fashion accents of the fall-winter 21/22 season: voluminous sleeves, ruffles, tulle, sequins and floral print.

LILAC & BLUE are the main colors of the collection. Wear them both monochrome, combining different shades, and combining with black or white.

A special place in the «Magic Story» collection is occupied by a variety of prints: fabulous butterflies and flowers, cute kittens and puppies - your fashionista will find something that will reflect her personality.

FASCINATING LILAC

Light and airy dresses from the new collection embody French chic. Simplicity and elegance are the main rules of this style. Loose-cut dresses with floral prints are crafted from natural fabrics and accented with feathers on the sleeves or a turn-down collar.

For a delicate look, wear ballet flats, and if you want a rebellious one, then replace them with chunky boots.

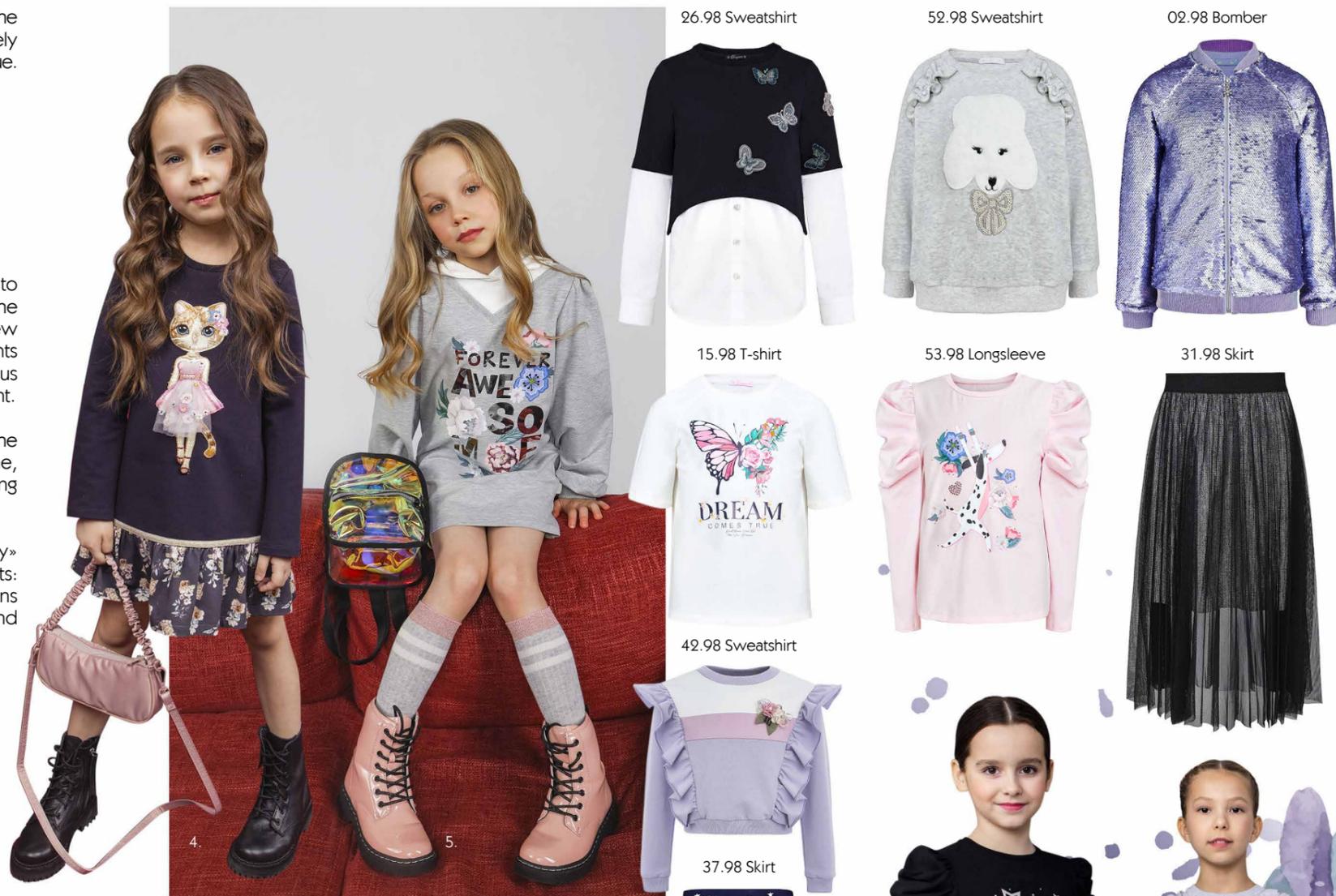


1. 14.98 Dress | 2. 33.98 Dress | 3. 27.98 Sweatshirt, 32.98 Pants | 4. 34.98 Dress | 5. 16.98 Dress | 6. 20.98 Sweatshirt, 22.98 Skirt | 7. 17.98 Sweatshirt, 31.98 Skirt



FOR THOSE WHO LOVE SPECTACULAR CASUAL!

An alternative to a dress is a duet: a sweatshirt with a double-sided sequin star applique and trendy skinny pants.



BRIGHT LOOKS FOR EVERY DAY!

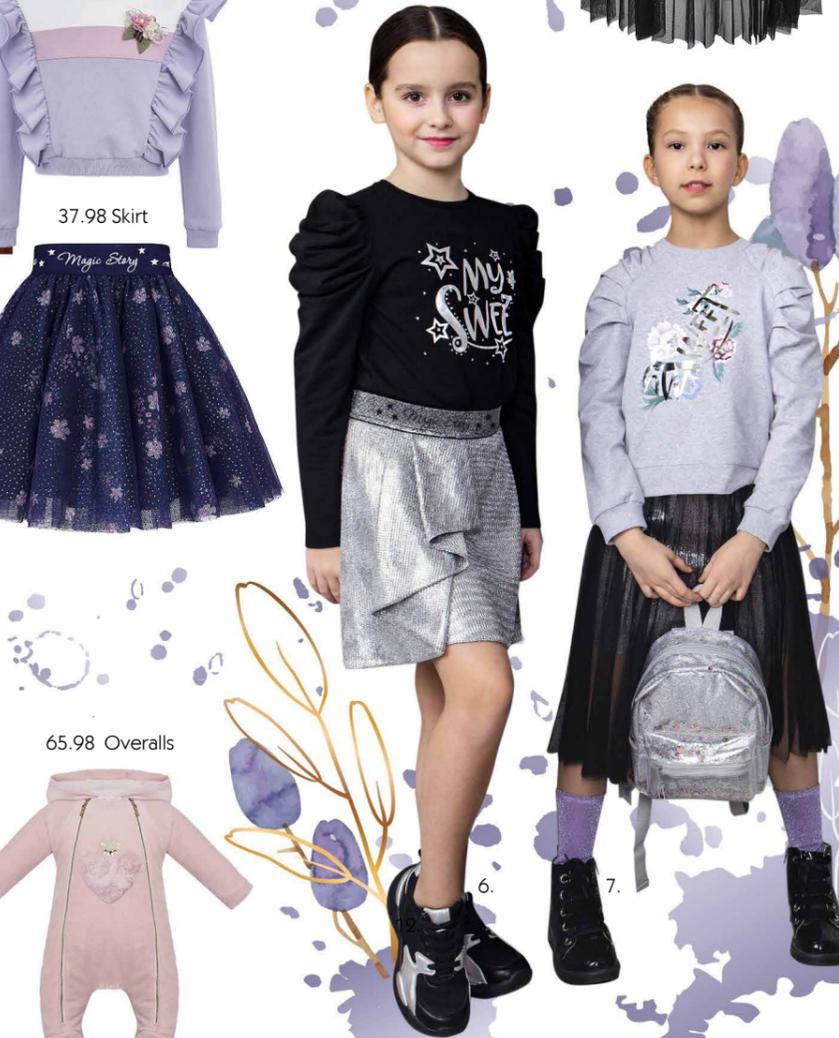
The collection «Magic Story» presents versatile models that perfectly complement everyday wardrobe: leggings, trousers and layered skirts in gray, blue and black shades. Pair them with sweatshirts and basic T-shirts.

To make the look more interesting add bright accessories: a backpack or a fanny pack.

FOR THE LITTLE ONES...



58.98 Sweatshirt | 66.98 Overalls | 65.98 Overalls



6. | 7.

The Princess and the Pea collection is classic romance combined with avant-garde.

NOT SO BORING POLKA DOT IS ALWAYS IN TREND

The pea print, or, as it is also called, polka dot, has remained in fashion for several years in a row, and became the reflection and inspiration of the new «The Princess and the Pea» collection. But designers decided to not limit themselves on peas: eco-leather, mesh, velvet, corrugation, pleating and Pied-de-poule - a huge selection of textures and styles for every taste for every little fashionista.



Princess and the Pea



1. 13.96 Jacket, 14.96 Skirt | 2. 05.96 Dress | 3. 12.96 Sweatshirt | 4. 29.96 Dress | 5. 19.96 Dress | 6. 21.96 Blouse | 7. 13.96 Jacket, 14.96 Skirt | 8. 11.96 T-shirt, 18.96 Skirt | 9. 51.96 Dress | 10. 57.96 Footer suit | 11. 30.96 Blouse, 25.96 Pants.



TRENDY POLKA DOT

The polka dot print became especially popular in 1950. Just look at the photo of celebrities of that time: it was used practically on any clothing - dresses, swimwear, coats or hats. It is believed that the polka dot pattern was introduced into fashion world by Christian Dior.

In 1960, Yves Saint Laurent transformed classic polka dot into energetic and active.

History also keeps a fun fact: Minnie - the famous girlfriend of Mickey Mouse - also wears a polka dot dress. But this was not the original idea of the artists - the paint accidentally dripped on the drawing ;)



For the little ones...



75.96 Jacket | 87.96 Dress | 67.96 Dress | 77.96 Pants

URBAN

Urban style in clothes is an unusual mixture of fashion trends, casual and classics. This style reflects the freedom of expression and the dynamics of the modern rhythm of urban life.

FEEL THE RHYTHM OF A BIG CITY

The color scheme of the new Urban collection is expressed mostly in cold colors - gray, sand, blue, beige and brown, with small bright blotches in the form of graffiti fonts, large prints and inscriptions.

“Your clothes are a way to present yourself to the world, especially now when communication becomes so fast. Fashion is a mental language.”
 Miuccia Prada

Plaid shirts with hood, tracksuits, cargo pants and warm hoodies are the best solution for an active life in the concrete jungle.

Digital reality came into fashion in the mid-2010th in time of Pokemon popularity. And still many people are assured that digital reality is only needed in «games». Meanwhile, both augmented and virtual reality are already widely used in museum business, entertainment and even CLOTHING...

02.99 Hoodie



03.99 Sweatshirt



01.99 Sweatshirt



16.99 Longsleeve



11.99 T-shirt



14.99 Longsleeve



FOR THE LITTLE ONES...

37.99 Shirt

24.99 Pants

41.99 Pants



1. 13.99 Sweatshirt | 2. 18.99 Shirt | 3. 29.97 Shirt | 4. 13.97 Jacket
 5. 19.97 Sweatshirt | 6. 06.97 Sweatshirt



FOR THE LITTLE ONES...

GAME

One of the inspirations for the new GAME collection was the sandbox computer game Minecraft.

Sandbox print can be found on suits, T-shirts, sweatshirts and trousers for both babies and kids. Collection is complemented by more relaxed models such as: classic shirt with 3D lettering, plaid jersey jacket with a spectacular red tape and various sweatshirts with QR codes and pictures in the style of «augmented reality».



37.97 Suit
 39.97 Sweatshirt



03.97 Longsleeve



26.97 Longsleeve



14.97 Pants



17.96 Shirt



08.97 Sweatshirt



START 6.

Main party guests...

Has your little fashionista been invited to an event? First of all, pay attention to the dress code:



Yes, there is no other way to appear before the queen!

WHITE TIE is the most strict level of formality comparable to an audience with a British queen. It requires a floor-length evening dress, high gloves and closed shoes.

BLACK TIE. Usually events in this format are held in the evening. They assume a tailored suit with a bow tie (just like James Bond), floor-length dress with a skirt below the knee or with an asymmetrical skirt. You can wear both the closed shoes and sandals.



Emphasis on decor!

937.43 Jacket



939.43 Shirt



20.00 Shoes

938.43 Pants



1234.43 Dress



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



1. 1229.43 Dress | 2. 1234.43 Dress | 3. 1223.43 Dress | 4. 1235.43 Dress | 5. 1232.43 Dress | 6. 950.1.43 Jacket | 7. 759.43 Jacket | 8. 759.43 Jacket | 9. 1216.43 Dress | 10. 1251.43 Dress



1250.43 Dress

Top model Elsa Hosk at Cannes Film Festival wearing Alberta Ferretti dress



1220.43 Dress



1217.43 Dress



1224.43 Dress



Designer Kimberly Garner at the Cannes Film Festival wearing a Rami Kadi dress



Actor Daniel Craig at the James Bond «007: Specter» premiere

1195.43 Jacket



942.43 Shirt





Fluffy cozy coats and plush marshmallow coats are the main characters of the fall-winter wardrobe 21-22



620.20 Coat



620.20 Coat



603.20 Coat



581.20 Jacket



Jackets and down jackets in metallic colors - super hit of the season!



646.20 Jacket



19068.9 Boots



81.4 Boots

WE MEET THE COLD IN STYLE!

This collection reflects one of the main trends of the season - children's outerwear should not only be a fashionable mini-copy of an adult, but also as practical as possible - to keep warm in bad weather!

Elegant jackets, bomber jackets with original designs, fashionable prints, textile and fur trims will be the ideal option for cultural outings or walks in the fresh air. Fitted insulated vests with a stand-up collar are appropriate for early but windy autumn. A great alternative to a jacket for a girl is a warm tweed coat with a fur collar, decorated with large elegant buttons.

WARM OVERALLS FOR THE LITTLE ONES...



651.20

649.20

652.20



WARM EMBRACE



638.20 Coat



642.20 double-sided Vest



6504.1 Boots



638.20 Coat



639.20 double-sided Jacket

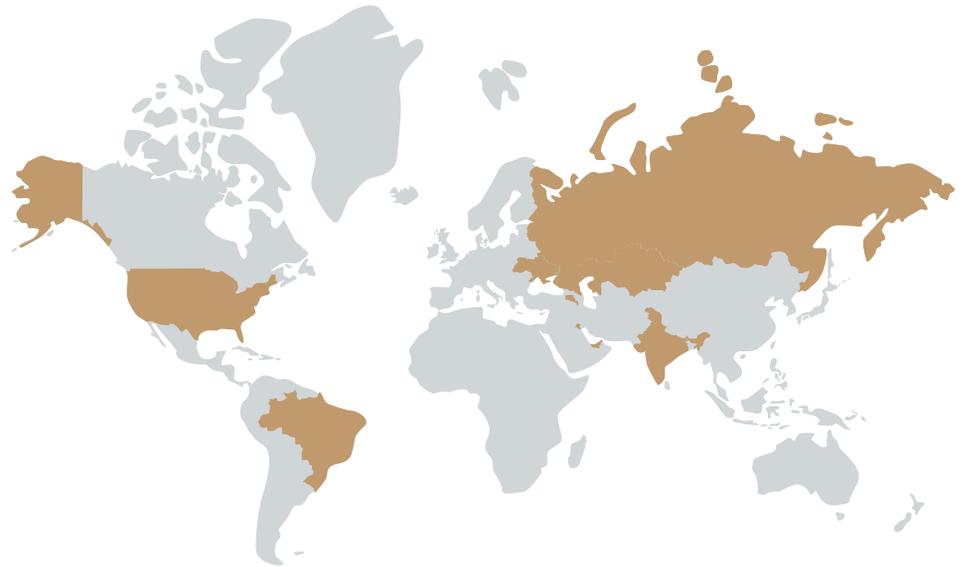
CHOUPETTE

CONQUERS THE WORLD!

The Choupette brand has been presented on the international market for a long time and every year it actively conquers new hearts. Last season, Choupette was introduced in India, Latin America and Middle East.

The long-awaited relocation of Choupette store in Los Angeles took place this summer - it is now located in heart of the city, in the Glendale Gallery shopping mall, next door to Gucci and Bloomingdales.

In the Middle East, Choupette enjoys special attention. In the UAE, the brand is presented in brand corners in key shopping malls, as well as online marketplace www.momstore.com. Choupette recently opened its doors at The Dubai Mall, one of the world's most famous shopping malls. Very soon, a new mono-brand Choupette store will open in Kuwait in AL KOUT MALL. It will be the largest retail outlet of the brand - 130 sq. meters.



Delhi residents can now buy Choupette cloths both online and at the mall, as India opened a mono-brand online and offline stores. The brand is also presented at the largest marketplaces in the country.

The Western Hemisphere also did not go unnoticed by the Russian brand. Last september Choupette presented a capsule clothing collection in Brazil's children footwear chain Pampili. Customers liked the clothes so much that they sold out in a week.



After buying any model from new collections «Magic story» and «Game» you automatically become a participant in a giveaway and have a chance to win 1 of 10 fashion looks!

Scan the QR code, fill out the form on our official website www.my-choupette.ru and wait for the results!

Dates of the giveaway: from August 16th 2021 till September 15th 2021
The giveaway results will be announced on September 17th, 2021 on our official website www.my-choupette.ru and on all Choupette brand social media platforms. All Choupette stores participate in the giveaway.

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