

FASHION MAGAZINE CHOUETTE

SS 2022

THE ORIGIN OF
HIP-HOP
STYLE

DRESS CODE
for parties

FEEL
*the real
summer*

FROM REBEL

TO FASHION PEDESTAL

SPORT
in a big city

FASHION TREND
FOR SPORT JACKETS

Hot tropics. The sun is at its zenith, and the warm breeze carries away the sweet scent of mango. The bright green tropical trees are ripe with juicy fruits. Huge butterflies flutter around: emerald, blue, yellow, orange, indigo and fuchsia.

FEELS LIKE REAL SUMMER!

The natural riot of colors amazes, but at the same time all shades are harmoniously combined with each other.

The CHOUPETTE "Mango Sorbet" collection reflects the main trends of summer 2022. Tropical butterflies and mango trees are the main characters of the new line. The vibrant yellow, green, orange and pink colors are balanced by white and black.

MANGO Sorbet



MIX AND MATCH DIFFERENT MODELS!

You can create a succulent total look with a tropical print, or a more relaxed one.

All models are made of natural fabrics, which are perfect for hot summers. Sandals, sneakers and handbags in neutral shades will complement your look.

*For the
little ones...*



1. 11.104 Dress | 2. 15.104 Knitted jumpsuit | 3. 18.104 T-shirt, 31.104 Short skirt | 4. 30.104 Sweater, 51.104 Corrugated skirt | 5. 1262.43 Dress
6. 10.104 Sundress | 7. 44.104 Sundress | 8. 08.105 T-shirt | 9. 48.104 Dress

HIP-HOP LADY



M.I.A.

IGGY AZALEA

NICKI MINAJ

IN THIS SEASON...

...DON'T BE AFRAID TO BE THE BRIGHTEST!

Feel free to combine colors and different textures, choose oversize clothes and don't forget to add more chains to look!

The hip-hop street style is back in fashion. In this CHOUPETTE collection you will find everything to create the most trendy look.

1.



Brand designers have transformed this style trends from adult fashion and harmoniously blended them into the brand's aesthetics.

IMPOSSIBLE TO IMAGINE HIP-HOP STYLE LOOK WITHOUT COOL HEAD ACCESSORIES AND SNEAKERS.

The new Hip-Hop collection features exclusive designer prints, tie-dye, bright decor and layering. In addition to the typical hip-hop tracksuits, T-shirts and crop tops, the designers have created cute tutu skirts, loose-fit dresses and stylish bomber jackets with sequins.

6.



7.



8.



9.



2.



4.



5.



3.



02.102
Jean jacket



55.102
Skirt



16.102
Skirt



502.099.0080
Sneakers



547.032.0089
Sneakers



48.102
Dress



03.1.102
Sweatshirt



123.171.0004
Sandals



107.102
Panama

600.1055.0004
Bag



60.102
Bomber



600.1039.6078
Bag



35.102
Leggings



10.

MUST-HAVE FOR a HIP-HOP LOOK

1. 27.1.104 Longsleeve | 2. 42.1.102 Sweatshirt, 43.1.102 Pants | 3. 39.102 Sweatshirt, 31.102 Pants | 4. 24.102 Sweatshirt, 28.102 Culottes | 5. 14.102 T-shirt, 15.102 Skirt | 6. 65.102 Bomber, 66.102 Dress | 7. 67.102 Dress | 8. 41.102 Sport suit (Hoodie, Pants) | 9. 09.102 Sport suit (Crop top, Pants) | 10. 05.102 Bomber, 10.102 T-shirt, 33.102 Pants



DJ Africa Bambaataa

HOW DID THIS STYLE COME TO LIFE, the style that conquered the whole world for several decades and firmly entered the fashion culture. In the 70s of the last century, in one poor New York block, **DJ Africa Bambaataa** proposed to call popular back then symbiosis of dance, music, painting and sports with the new term «HIP-HOP».

So, the founding date of the subculture is November 12, 1974.

Nowadays, you have surely met Hip Hop clothing at these famous sport brands like - Adidas, Nike, Puma, Reebok, Superstar, Tommy Hilfiger, Converse and many others.



HIP-HOP

CLOTHING STYLE FOR GUYS

is layering. The bomber is worn over a sweatshirt, and underneath is an oversized T-shirt. The hems are deliberately hanging with folds over sneakers. In general, stylish negligence as a challenge to society.

The color scheme of the new Hip-Hop collection for boys is expressed mostly in dark tones - black, khaki and blue, with bright accent, neon-orange models with decors in the form of large graffiti, leaking emoji icons and flashy inscriptions.



17.103 Sweatshirt



21.103 T-shirt



29.103 Longsleeve



04.103 Sweatshirt



28.103 T-shirt



DON'T FORGET ABOUT ACCESSORIES!

Sunglasses, fashionable for several seasons «docket» hats, caps with a wide visor and oversize fanny packs in bright colors - now you are a real hip-hopper!

- 1. 15.103 Sport Suit (Hoodie, Pants)
- 2. 30.103 Sport Suit (Jacket, Pants), 18.103 T-shirt
- 3. 14.103 Sport Suit (Jacket, Pants), 23.103 T-shirt
- 4. 18.103 T-shirt, 15.103 Pants
- 5. 24.103 Hoodie, 08.103 Pants
- 6. 16.103 Shirt, 19.103 T-shirt
- 7. 05.105 T-shirt, 04.105 Shorts
- 8. 36.105 T-shirt, 1283.43 Shorts
- 9. 08.105 T-shirt, 1280.43 Pants

Practicality, functionality and freedom of movement - this is how the new CHOUPETTE Sport Holidays collection can be described.



15.105 T-shirt

07.105 T-shirt

09.105 Hoodie

33.105 T-shirt

13.105 Shorts

18.105 T-shirt

SPORT HOLIDAYS FROM REBEL TO FASHION PEDESTAL

The sports style is definitely one of the most beloved and demanded in casual wear, and its active development took place in the middle of the 19th century.

The invention of the bicycle excited the society, and the mass enthusiasm for cycling began. Beach holidays, swimming, yachting, tennis, volleyball and other sports became more and more fashionable. People were demanding comfortable clothes!

CHOUPETTE designers have collected everything you need for absolutely any activity: cotton T-shirts and shorts, tracksuits, sweatshirts and windbreakers with cool reflective elements. The uniqueness of this collection is that all models can be combined and mixed with each other, therefore many different looks can be created!



8.

9.



SUMMER is a perfect time for holidays and outdoor parties.

Little fashionistas will be pleased to go out in a trendy dress or suit.

IN THE SPRING-SUMMER 2022 SEASON ROMANTIC STYLE AND NATURAL FABRICS ARE IN THE CENTER OF ATTENTION.

CHOUETTE designers have created a new collection that meets all current trends.

The special occasion collection features delicate lace dresses for girls and elegant suits for boys. Pastel shades and floral décor will help create a light summer look. And the free fit silhouette of the models will not constrain movement, which is so important at children's parties.



Rustic style

Natural materials are at the peak of popularity today, so their main ambassador - the rustic style - comes to the fore. It is based on ethnic motives, models of simple silhouettes and muted shades.

The idea of rustic is to bring an atmosphere of calm and harmony to urban everyday life, which is why citizens of megacities love it so much. The main materials are linen and cotton.

Rustic dresses will be an excellent basis for a festive summer look. Don't be afraid to combine them with casual elements or complement them with a hat.



What to wear for a summer holiday?

In the summer heat, we really want to change the strict style to something more casual.

How to look elegant and natural without being overly relaxed?

The optimal outfit is a cocktail dress. The girl can not only dance and play all day, but also look like a princess in it.

Voluminous sleeves and tulle, sequins and numerous ruffles are all important elements for creating a fashionable look. These trends can be found in the new Choupette special occasion collection. Complement the dress with a rhinestone or flower headband and your perfect festive outfit is ready!





JUMPSUITS FOR THE LITTLE ONES...



669.20



683.20



679.20

1. 274.70 Sport Suit (Hoodie, Pants) | 2. 286.70 Sport Suit (Hoodie, Pants)
3. 283.70 Hoodie, 277.70 Shorts | 4. 670.1.20 Jacket
5. 675.1.20 Jacket | 6. 45.102 Jacket

SPORT IN A BIG CITY

For many fashionistas, such as Gigi Hadid and Rosie Huntington-Whiteley, the sport suit has become a favorite wardrobe item. They use various styling techniques to create a trendy look.

One such option is to wear a sport suit with jersey. To do this, add a cozy sweater and comfortable trainers to your trousers. Another way is to combine a sporty style with a classic one. For example, put on a coat or jacket over a sweatshirt and sweatpants. An equally winning option is to choose a stylish head accessory. It can be a cap or a panama in a same color scheme.



FASHION TREND FOR SPORT JACKETS

Today, a jacket from a waterproof material is a common wardrobe item. But it was not always like that. Its history dates back to the 1930s, when sportswear manufacturer **Eddie Bauer** invented a lightweight and practical goose down jacket. It was popular not only among athletes, but also became a pilot's uniform during World War II.

In the 1960s, designer **Yves Saint Laurent** transformed the oversized men's jacket into an elegant piece of women's wardrobe. Later, in the 80s, this element of outerwear first appeared on the pages of a fashion magazine.

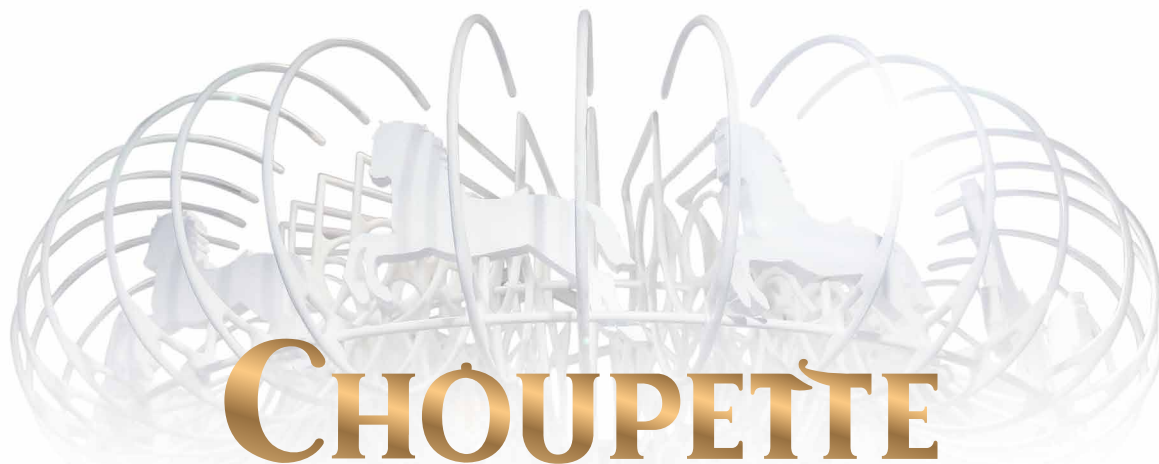
NOWADAYS SPORT JACKET IS NOT JUST A PRACTICAL WARDROBE ITEM, IT BECAME A FASHION TREND.

Brands such as Balenciaga, Céline and Burberry release new styles and colors every year. And famous artists (for example, Justin Bieber and Kanye West) even perform in puffy jackets at their concerts.



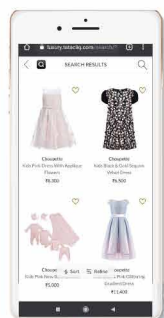
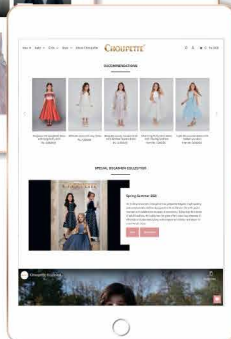
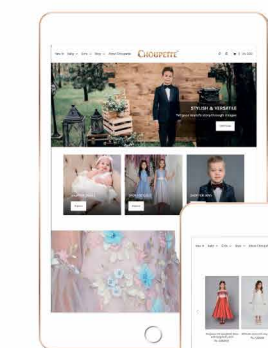
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