

FASHION MAGAZINE CHOUPEPTE

fall-winter 22/23

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FROM

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TIME OF CHANGE

Autumn is the time of the most beautiful landscapes, apple pies, hot tea, cozy home evenings and, of course, a time of change! The school year begins for children, they make new friends, win big and small victories, and experience vivid emotions.

Updates also affect children's wardrobe, because a new season begins in the fashion world at this time.

You never know what day from childhood will be remembered for a lifetime, so you need to look stylish in any situation

In the new Choupette collections you will find comfortable and convenient looks that reflect the main trends of the fall-winter 22/23 season.

Designer prints, a variety of colors and original styles will give children the freedom to be creative and express themselves. A child's style can change depending on their mood - don't be afraid to experiment!

If you want to wear something casual, then choose a relaxed look: dresses or loose-fit trousers, sweatshirts or oversized T-shirts. A bright accessory or a fun print will add an interesting detail to a trendy and modern look.

For those who want to create a catchy outfit, Choupette recommends bright colors and unusual decors. For boys, models in yellow and orange shades are especially relevant, and girls should take a closer look at colored sequins and faux fur elements.



1. sku. 18.108 T-shirt from «Just Fashion » collection, sku. 53.106 Velor Skirt from «Mint Ice» collection | 2. sku. 69.108 Suit from «Just Fashion» collection 3. sku. 22.109 Suit from «Do Not Disturb» collection | 4. sku. 88.106 Bomber from «Mint Ice» collection, sku.11.106 Trousers from «Mint Ice» collection 5. sku. 27.109 Suit from «Do Not Disturb» collection, sku. 13.109 T-shirt from «Do Not Disturb» collection | 6. sku. 11.106 Jacket from «Mint Ice» collection, sku. 47.106 Dress from «Mint Ice» collection | 7. sku. 09.106 Bomber from «Mint Ice» collection, sku. 11.106 Trousers from «Mint Ice» collection.





ADULTHOOD TREND

Bright prints with cartoons for boys and cute bears for girls are still relevant. But at the same time, modern children are increasingly beginning to choose clothes, like adults. Choupette designers listen to the needs of young fashionistas and create collections that even parents want to try on.

One of the main trends of the fall-winter 2022 season is Chanel-style suits. Cotton imitating the famous tweed is very comfortable and practical to wear. In addition, products made from such fabric look great both together and separately. For example, shorts can be combined with a white sweatshirt trimmed with pearls, and a jacket with blue jeans.

1. sku. 01.109 Jacket from «Do Not Disturb» collection, sku. 26.109 T-shirt from «Do Not Disturb» collection | 2. sku. 21.109 Hoodie from «Do Not Disturb» collection
3. sku. 22.109 Blouse from «Just Fashion» collection, sku. 22.108 Shorts from «Just Fashion» collection | 4. sku. 08.108 Jacket from «Just Fashion» collection, sku. 10.108 Jeans from «Just Fashion» collection.

BE DIVERSE!

For boys who prefer to look elegant not only on holidays, but also in everyday life, Choupette offers suits in noble shades of gray. If you are afraid that your child will look too grown-up, just add a T-shirt with an original print to the costume.

Donatella Versace, chief designer of the Versace fashion house, believes that «sport is the future of fashion»...

The sporty style trend can be traced not only in adult, but also in children's fashion. Pair a black and white layered sweatshirt with trousers in the same color range for a clean and interesting look.



HOW TO ASSEMBLE A BASIC FASHIONABLE WARDROBE?!

Tips from stylist Sofia Suru, @sophie_suru

The main rule of individual style is a harmonious combination of clothes with the character and interests of the child. Do not blindly chase trends, it is better to choose them for yourself. First you need to collect a basic wardrobe and add current models to it.

Everyone should have their own «base». The specific set of things depends on age, lifestyle, child's size and color preferences.

There is an opinion, that the basic wardrobe can be formed once and for life. But it's not!

Styles go out of style every season. For example, ordinary black trousers, which were fashionable five years ago, are not stylish now.

Most importantly, listen to your child's opinion! After all, clothes are a way of self-expression;)

I have compiled a selection to help you create an up-to-date basic wardrobe for young fashionistas:

- Basic loose-fit T-shirts and shirts;
- Free-cut knitted sweaters, long sleeves and turtlenecks in different colors;
- High-waisted jeans and trousers with a straight cut in trendy colors;
- A-line knitted dresses in different colors;
- Oversized models: sweatshirts, jackets, shirts and so on;
- For boys - trouser suits in casual style;
- White sneakers and runners.

I wish you good luck with forming your wardrobe!

FROM SKATE PARK TO RUNWAY

Now skateboarding is already a sure stamp of something stylish, but at the same time important from the history and aesthetics point of view. Decades of history and culture stand behind oversized hoodies and Vans. Over the past 30 years, skateboarding has evolved from a rebellious, niche subculture to one of the most dominant cultural phenomena in the world. A smart and comfortable combination of sport, leisure,

vintage inspired not only young people, but also high fashion and footwear designers such as Dior, Supreme, Louis Vuitton, Balenciaga and many more.

Oversized sweatshirts and hoodies are a great option for those who want to try skater style on themselves.

They can be paired with a variety of trousers, including jeans, chinos, cargo pants and sweatpants, and even added under coats in winter. They are also practical and comfortable, which makes them perfect for everyday use.

All you have to do is choose a loose style to get the best result. For an added skateboarding touch, consider a logo or graphic print on the front.

UNIVERSAL COMBINATION - T-SHIRT AND JACKET

In the wardrobe of every real fashionista, there should always be basic models for easy combination with each other.

Therefore, before moving on to filling the wardrobe with clothes and shoes of unusual shapes and colors, you should acquire a minimum set. Among those are plain T-shirts and classic suits.

Pair a gray jacket with a white or black plain T-shirt or T-shirt with a little print or décor. Complete the look with a pair of classic sneakers like Vans or Converse, adding classic sunglasses or beanie hat can be the final touch.

If you still doubt that this is allowed, take a look at stars around the world, such as Brad Pitt, Chris Pine, Colin Farrell, Will Smith, who wear a suit with a T-shirt to movie premieres, social events, and walks in the city

Don't be afraid to look cool!



1.



2.



3.



4.



4.

5.



6.

1. sku. 21.109 Hoodie from «Do Not Disturb» collection, sku 07.109 Trousers from «Do Not Disturb» collection | 2. sku. 01.109 Jacket from «Do Not Disturb» collection, sku. 02.109 Trousers from «Do Not Disturb» collection | 3. sku. 1376.43 Jacket from «Do Not Disturb» collection, sku. 1377.43 Trousers from «Do Not Disturb» collection | 4. sku. 22.109 Suit from «Do Not Disturb» collection | 5. sku. 69.108 Suit from «Just Fashion» collection | 6. sku. 714.20 Parka jacket.

HOW TO BECOME A PRINCESS

A princess should always be well-groomed, neat and refined. She follows fashion and looks stylish. And, of course, a real princess cannot exist without an elegant dress.

This season, models of various styles and silhouettes are relevant. For those who love delicate looks, Choupette recommends to give preference to powdery shades and choose dresses embellished with tulle and lace.

If you prefer to be bright, then pay attention to models from organza with jacquard pattern. They can be both in light pink, and in dark blue and purple shades.

A dress with a fluffy skirt and accent decor in the form of bows – just like in fairy tales!

For princesses who love to dance, straight silhouettes with fringes are perfect. This decor looks like it was made for parties - just imagine how beautiful it looks in motion!



You can become a real life princess, even if you don't have a castle or a magic dragon. The most important differences between the heir to the throne and ordinary girl is her behavior and appearance. Princesses are not afraid to take responsibility and always act nobly.

Read what you need to do to become a real princess!

1. Princesses are smart and erudite. They always know what to say and what decision to make. Therefore, it is important to study at school and learn more about the world.
2. How to recognize a princess among other people? She always has great posture! Try to remember this and keep your back straight.
3. Another quality of a princess is kindness. Help people to be as beautiful on the inside as you are on the outside.
4. Princesses always have impeccable manners, so pay attention to how you behave, how you treat other people.
5. Princesses often communicate with guests from other countries, so you need to know several languages.
6. Even princesses make mistakes. Don't be afraid to make mistakes, especially if you're doing something for the first time.

NOTHING IS IMPOSSIBLE...



Elegant dresses from the «Special occasion» collection: 1. sku. 1387.43 Dress with layered skirt | 2. sku. 1388.43 Dress | 3. sku. 1236.43 Dress 4. sku. 1384.43 Dress 5. sku. 1403.43 Dress | 6. sku. 1384.1.43 Dress | 7. sku. 1393.43 Dress complete with organza cape | 8. sku. 1391.43 Dress 9. sku. 1389.43 Dress | 10. sku. 1401.43 Dress 11. sku. 1392.43 Dress.



For the fall 2022 season Choupette offers light fur coats and quilted vests, in calm basic or bright and saturated neon colors that will provide reliable protection from the cold and also complete the fashionable look.

Quilted vests are ideal for car trips, walks in the woods and city shopping. They are light, but at the same time quickly warming and reliably protecting from the wind.

PLAID - WAS AND WILL BE IN TREND!

In 2022, the checked coat is again at the peak of popularity, or rather, it was never going out of fashion. A checkered coat is in the wardrobe of almost any fashionista, and if you don't have one,



WHERE DID PARKA COME FROM?

You would be surprised if you knew how many specific styles and elements of modern clothing were copied from military equipment. One famous example is parka. It was invented so that the military could conduct combat operations in the harsh northern conditions. And for this they borrowed useful elements from the northern peoples: the Aleuts, Khanty, Mansi.

Today, parka has become lighter and more comfortable. Its lengthened and comfortable style has a simple cut, large pockets, and a voluminous hood. Sometimes models are insulated with bird down, sometimes with synthetic filler. The practicality and convenience of the model has led to the fact that parka has become one of the most popular types of winter outerwear.

we advise you to correct this oversight. Scottish, chess, Vichy, Burberry, tartan, «pied-de-poule» - she burst onto the runway in various combinations and variations. The plaid print was used in their collections by Lanvin, Hermes and Marc Jacobs. Star stylists do not neglect it either, dressing their celebrities in fashionable outfits.

Checkered coats can be two-tone (black and white), or they can combine several shades in the design at the same time, which looks very colorful and playful. Choupette offers beautiful plaid coat styles with insulation, fur inserts and decorations that make them suitable for winter outerwear.

1. sku. 657.20 Jacket with padding | 2. sku. 710.20 Warmed vest, sku. 01.109 Jacket from «Do Not Disturb» collection | 3. sku. 710.20 Warmed vest, sku. 02.109 Trousers from «Do Not Disturb» collection, sku. 1377.43 Trousers from «Do Not Disturb» collection | 4. sku. 707.20 Faux fur jacket, sku. 53.106 Velor Skirt from «Mint Ice» collection | 5. sku. 684.20 Coat with detachable collar | 6. sku. 697.20 Faux sheep fur jacket with eco leather trim | 7. sku. 689.20 Checked shirt-coat.



Photographers: Karina Gunina @gunina_karisha, Pavel Parshin @pavelparshin, Leo Klenin
Stylist: Sofia Suru @sophie_suru
MUAH: Antonova Galina @meowmeowbeauty, Shamidanova Anastasia @shamidanovaaanastasia
Content editors: Mila Komissarova, Natalia Reunova
Art editor: Natalia Aleksandrova
Design and layout: Evgenia Golubeva @olesnoir

