

# FASHION MAGAZINE CHOUETTE

SS 2024

FASHION  
*DREAMS*

MAGICAL  
*FAIRIES*

WHICH SIDE  
ARE *YOU* ON?

*CELEBRITY*  
STREET STYLE

PRINCESS  
*OF THE DESERT!*





# DARE TO AMAZE!

In the new Choupette collection, you will discover unusual combinations, unique decorative elements, and classic styles reimagined. For example, designers suggest not leaving plush teddy bears at home but creatively adding them to your everyday outfits. In the collection, you will find them on bucket hats, sweatshirts, and bags.

*Floral prints are especially on-trend this season. For those who love all things bold, we recommend paying attention to the pattern that Choupette designers paired with leopard print. If you prefer more gentle looks, then choose elegant small blooms, as seen on a mesh skirt or long-sleeve tee from the new collection.*

To create an unusual look try to combine different textures! For example, Choupette designers complemented blue denim with soft sequins and lace. For a more unusual outfit, go for a fluffy skirt that looks like it's made from ostrich feathers and pair it with a basic white T-shirt.



While the decorative elements this season are vibrant, the color palette is calm and gentle. Designers advise choosing items in shades of pink, beige,

and sage. Classic white and black will also perfectly complement the wardrobe of a young fashion lover. Catch this season's trendy vibe!



## FASHION DREAMS

Spring is undeniably one of the most enchanting seasons! There are more and more warm days, the sun more often pleases us with its rays, and down jackets and fur coats can be hidden in the back closet. It's a time of renewal both in nature and in the wardrobes of your young fashion lovers. Choupette designers shared with us their secrets on how to look trendy and capture the spotlight this season!

The main trend for girls for spring and summer 2024 is all about freedom and self-expression. Close your eyes and imagine the most unusual dreams that a little fashionista could have. What will it be? Perhaps a suit covered in flowers, like an exotic greenhouse, or a headpiece with a voluminous soft toy? Or maybe a dress made of butterflies? We have already brought all these dreams to life!

1. sku: 32.118 T-Shirt, sku: 10.118 Jacket, sku: 35.118 Skirt, sku: 78.1.118 Panama | 2. sku: 40.118 Crop-Top, sku: 41.118 Skirt | 3. sku: 26.118 Sweatshirt, sku: 66.118 Skirt  
4. sku: 68.118 Sweatshirt, sku: 11.118 Trousers | 5. sku: 70.118 Dress | 6. sku: 39.118 Shirt-Dress | 7. sku: 19.118 Dress | 8. sku: 50.118 Shirt-Dress | 9. sku: 49.118 Dress  
10. sku: 33.118 T-Shirt, 36.118 Belted Culottes | 11. sku: 15.118 Hoodie, sku: 18.118 Shorts, sku: 78.118 Panama | 12. sku: 43.118 Sweatshirt, sku: 24.118 Skirt, sku: 78.2.118 Panama  
13. sku: 56.118 T-Shirt, sku: 17.118 Jacket, sku: 16.118 Trousers | 14. sku: 47.118 Footer Tracksuit (hoodie, pants), sku: 123.118 Quilted bag.



# PRINCESS OF THE DESERT!

You probably haven't thought about how profoundly African culture has influenced the fashion industry. Yet, we owe it so much! Bright colors in clothing are a direct reflection of the vibrant African landscape, many patterns and prints also came to us from the hot continent, and jewelry houses draw inspiration from the jewelry of native tribes.



*This season, Choupette designers advise to to take a closer look at the African fairy tale and embrace this free-spirited and joyful style! Begin with bright colors: add yellow, orange, blue, and curry to your wardrobe.*

Remember natural motives: they'll be especially trendy this summer. Wear dresses, T-shirts, skirts, and trousers with prints featuring sprawling palm trees, unusual flowers, and bird feathers.

Bright accents are a crucial element of African style. Pay attention to mesh dresses with neon sequins, as well as blouses with puffy sleeves. You can also add bold jewelry such as massive bracelets and beads to your everyday look. And, of course, don't forget about headwear! Straw hats, bucket hats, and caps will perfectly complement any outfit.

*By the way, did you know that one of the most significant collections in the history of fashion industry is Yves Saint Laurent's collection dedicated to Africa?*

*It was presented in Paris in 1967. The designer created a series of delicate dresses using various materials, including wooden beads, straw, and gold thread.*







# WHICH SIDE ARE *YOU* ON?

«Ghostbusters», «Casper», «Coco», and «The Addams Family» — these are some of the most popular movies because otherworldly realms attract us with their uncertainty and mystery! Boys are especially interested in this topic.

This season, Choupette designers suggest bringing ghosts and phantoms onto clothing as prints. This could be an abstract pattern resembling mysterious fog, the outline of a ghostly hand, or thematic inscriptions. You can also add reflective elements to your child's wardrobe — it perfectly complements the style of the outfit and provides additional safety in the dark.

Choose black, dark blue, graphite, and neon green colors. Combine a sporty style that is fashionable this season with grunge elements. For example, wear pants with voluminous pockets and a sweatshirt with cutouts that look like they were left by a monster's paw.

If you prefer to stay on the bright side, Choupette designers recommend colors like blue, sandy, beige, and jade. Also, pay attention to other current fashion trends. For example, stripes will be at the peak of popularity this summer. You can find this pattern on T-shirts, sweaters, and shirts.

You can also create an ultra-fashionable look with shorts! Choose loose-fitting models made from natural fabrics such as linen and cotton.



## ADD DETAILS!

*The right accessories can complete any stylish look. Beanie hats will be popular this spring, while bucket hats and sunglasses will be perfect for summer. Another fashionable detail of the look is socks. Take a closer look at high models with patterns and interesting prints. White, black, bright colors — choose whatever suits your mood.*



1. sku: 31.119 T-Shirt, sku: 17.119 Sweatpants | 2. sku: 34.119 Hoodie, sku: 11.119 Jeans | 3. sku: 16.119 Sweatshirt, sku: 23.119 Trousers | 4. sku: 17.121 T-Shirt, sku: 24.121 Trousers | 5. sku: 10.121 T-Shirt, sku: 19.121 Shorts | 6. sku: 20.121 Shirt, sku: 21.121 Shirt | 7. sku: 11.121 T-Shirt, sku: 37.121 Shorts | 8. sku: 10.119 Jumper, sku: 11.119 Jeans | 9. sku: 30.119 Hoodie, sku: 23.119 Trousers | 10. sku: 33.119 Sweatshirt | 11. sku: 16.121 T-Shirt, sku: 28.121 Tracksuit (sweatshirt, sweatpants) | 12. sku: 782.20 Windbreaker Jacket, sku: 33.121 Hoodie, sku: 32.121 Shorts.





Did you know that beautiful magical creatures live in our world? They often hide from human eyes, lurking in beautiful natural places (such as forests or mountains). These magical beings are known as fairies. They are very similar to people, but their truly enchanting appearance sets them apart.

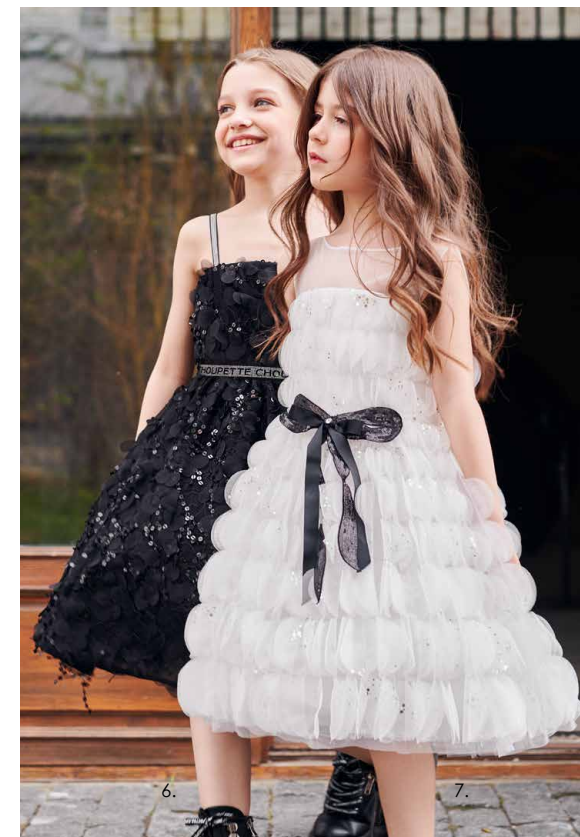
In the new collection of festive clothing from Choupette, you'll find everything to create an incredible and fairy-tale look! For example, for girls, Choupette designers created delicate dresses that any fairy would love to try on. Airy puffy sleeves with ruffles, a sprinkle of flowers, and delicate lace – these outfits are definitely designed for a magical celebration!

There is a legend about the Dini Shi people. They were once gods, and then they became warriors who never lost in a single battle. These fantastical beings lead a knightly lifestyle, spending their time at feasts and in battles.

The new Choupette collection for boys features suits that are perfect for special occasions. Choose linen jackets, vests, trousers, or shorts in natural shades and pair them with a shirt in ecru or with a striped print.

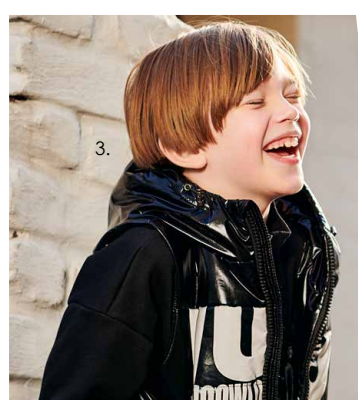
## MAGICAL FAIRIES

*Choose an outfit that speaks to your heart and go in search of magic!*



1. sku: 1564.43 Dress | 2. sku: 1566.143 Dress | 3. sku: 1563.43 Dress | 4. sku: 1550.43 Blazer, sku: 1549.43 Shirt, sku: 1552.43 Trousers | 5. sku: 1551.43 Vest, sku: 23.121 Shirt, sku: 1553.43 Shorts | 6. sku: 1568.43 Dress | 7. sku: 1565.43 Dress | 8. sku: 1576.43 Dress.





## CELEBRITY STREET STYLE

Celebrities always look flawless on the red carpet because their looks are accurately planned by stylists in advance. Looking perfect and impeccable in real life is much more challenging. Thus it is through street style looks that you can tell whether a popular person truly has taste and fashion view. Additionally, their casual street photos can provide insights into current trends or highlight interesting fashion techniques.

*Often, the standout feature of a celebrity's look is the jacket or coat. In this article, we have collected for you the main outerwear trends for spring and summer 2024.*



Girls should pay attention to voluminous jackets and vests this season. We recommend choosing models in bright colors. For example, pair a fuchsia jacket with sweatpants and sneakers, as singer and actress Rihanna prefers to do.

*Another trend is Chanel-style jackets. This wardrobe piece helps create a more elegant look. In the Choupette collection, you'll find models in the trendy pistachio shade.*

Take a fashionable cue from actress Margot Robbie: wear a jacket with blue jeans, a white T-shirt, and sunglasses.

1. sku: 54.118 Jacket, sku: 21.118 T-Shirt, sku: 13.118 Jeans | 2. sku: 785.20 Jacket | 3. sku: 735.20 Vest | 4. sku: 788.20 Jacket | 5. sku: 735.20 Vest | 6. sku: 16.121 T-Shirt, sku: 28.121 Tracksuit (sweatshirt, sweatpants) | 7. sku: 782.20 Windbreaker Jacket, sku: 33.121 Hoodie, sku: 32.121 Shorts | 8. sku: 786.20 Jacket, sku: 46.118 Tracksuit (hoodie, pants) | 9. sku: 787.20 Vest | 10. sku: 788.20 Jacket, sku: 18.119 T-Shirt | 11. sku: 731.20 Jacket.



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