

FASHION MAGAZINE CHOUPEPTE

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AUTUMN EMBRACE

Imagine the autumn forest gifting you its most precious colors: the rich glow of fiery lava, the mellow hue of baked pear, the deep tone of raw denim. And then—powdery pink and wise grey, harmoniously blending with this vivid palette.

This is the spirit of our new collection, “A Magical Day.”

Everything here is designed for comfort: relaxed silhouettes perfect for running through parks, collecting leaves, or savoring a hot cocoa. Cropped jeans with playful cuffs, cozy trapeze dresses, jumpers that gently hide your hands. And those charming collars! Light as butterfly wings, romantic and whimsical.

But this is more than just comfortable clothing—it’s quiet luxury, where every detail whispers a story. A tiny polka-dot dress, as if borrowed from the pages of Alice’s adventures. An elegant check pattern, reminiscent of the best college ensembles. And a soft pink knitted tee that gently hints at winter’s arrival, completing this symphony of cozy elegance.



MAGICAL STYLING COMBINATIONS

by fashion stylist
Tatyana Chirukhina
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Put on a denim jacket over a delicate polka dot dress—and you’re instantly the heroine of your own city story. Or choose a soft monochrome look for those days when you feel like a princess from an old fairytale.

And when the cold sets in, all these pieces will pair perfectly with your favorite warm coats and jackets. “A Magical Day” is a collection where quiet elegance meets playful adventure. What will your autumn look be today? Perhaps a pear-colored dress with a charming collar? Or a cozy knitted jumper with your go-to jeans? The choice is yours—because true magic starts with your mood.

FALLING LEAVES OF STYLE

Autumn is not about fading away—it’s about revealing your palette of individuality. Each outfit in this collection is like a unique leaf, drifting from fashion’s tree. Pick the one that speaks to your heart.



The magic? You can mix and match these pieces however you like. Throw on a denim jacket over a delicate polka-dot dress—suddenly, you’re the heroine of a city fairytale. Choose a calm monochrome look for days

when you’d rather feel like a princess meets playful adventure. What will your autumn look be? A baked-pear dress with a flirty collar? Or a soft knitted jumper with your favorite coats and jackets. “A Magical Day” is a collection where quiet elegance

meets playful adventure. What will your autumn look be? A baked-pear dress with a flirty collar? Or a soft knitted jumper with your favorite coats and jackets. “A Magical Day” is a collection where quiet elegance



1. sku: 27130 Dress | 2. sku: 30130 Knitted T-Shirt, sku: 36130 Elastic band Skirt | 3. sku: 18130 Denim Jacket, sku: 10130 Decorated Blouset, sku: 12130 Trousers | 4. sku: 22130 Shirt Dress | 5. sku: 46130 Chekered Dress.

6. sku: 18130 Denim Jacket, sku: 33130 T-Shirt, sku: 38130 Mini Denim Skirt | 7. sku: 23130 Jersey Dress | 8. sku: 21130 LS Tee, sku: 15130 Denim Pants | 9. sku: 24130 Denim Dress | 10. sku: 25130 Jersey Dresst | 11. sku: 29130 Sweatshirt, sku: 47130 Skirt | 12. sku: 11130 Combined Bomber Jacket, sku: 45130 T-Shirt, sku: 14130 Sequins Decorated Trousers | 13. sku: 28130 Embroidered Dress.

FROSTY REVOLUTION

Winter is a time of wonder—and the “Fashion Rebellion” collection is for those who believe magic begins with personal style.

Among snow-covered trees, every girl becomes a fearless explorer, ready to conquer new horizons. This isn't just clothing—it's armor for bold fashionistas who are done with sugary pink dresses and want to create their own rules.

This season, fashion whispers of snowy miracles. Main colors echo the misty mornings in the mountains: gentle beige, noble grey, and the mysterious “mountain fog”—the signature shade of winter. They shimmer softly, like snowflakes in the sun.

And then—BAM! A burst of fiery red breaks in like a firework—bold, daring, unstoppable.



Breathe in the scent of adventure: bombers with rugged zippers and signature embossing, ready to keep brave hearts warm. Cargo pants for any challenge. Cropped tops paired with oversized bottoms for a striking

play on proportions, filling each look with dynamic energy.

But “Fashion Rebellion” isn't just about bold experiments. There are base pieces too—grey sweatshirts, fitted dresses, turtlenecks—that make every girl feel confident and cozy, even on the frostiest day.



1. sku: 56.132 Bomber Jacket, sku: 35.132 Printed T-Shirt, sku: 57.132 Trousers | 2. sku: 59.132 Pinafore Dress | 3. sku: 31.132 Cropped Sweatshirt, sku: 58.132 Striped Blouse, sku: 32.132 Trousers | 4. sku: 20.132 Polo T-Shirt, sku: 16.132 Printed T-Shirt, sku: 21.132 Soft Denim Pants | 5. sku: 27.132 Belted Dress, sku: 60.132 Turtleneck, sku: 28.132 Wrap Skirt | 6. sku: 31.132 Cropped Sweatshirt, sku: 58.132 Striped Blouse, sku: 54.132 Elastic Band Skirt | 7. sku: 50.132 Sweatshirt, sku: 49.132 Trousers | 8. sku: 24.132 Mesh Branded Print Dres | 9. sku: 23.132 Mesh Branded Print Dres.



FABRICS WITH CHARACTER:

Textures speak volumes: rough denim inspired by cowboy legends contrasts with airy mesh. Sharp seams and tactile inserts create complex textile compositions. Vintage '60s vibes are reimagined with a modern twist, adding depth to the collection.



Paris at dawn.
Golden leaves swirl in the crisp air, while at a quiet café table, a young dreamer, wrapped in a soft knitted cardigan, watches the city slowly awaken...

This moment inspired Choupette to create “Leon”—a collection where every stitch radiates warmth, and relaxed silhouettes are made for autumn adventures.

The color palette sings in seasonal tones: flashes of fiery lava, deep melange blue, and sky-blue accents as fresh as an October breeze.

A PARISIAN MORNING

The “Leon” collection is a mood. It’s the feeling of pedaling through autumn leaves, or wrapping yourself in a scarf and catching up with friends over hot chocolate. Each fabric whispers

an invitation to touch: velvety corduroy that holds the scent of an autumn forest, brushed jersey as soft as a summer memory, and dense fleece ready for winter tales.



1. sku: 27131 Shirt, sku: 32131T-Shirt, sku: 17131 Jersey Trousers | 2. sku: 10131 Knitted Jumper, sku: 18131 Jersey Trousers | 3. sku: 35131 Micro-Corduroy Shirt, sku: 29131 Corduroy pants, sku: 20133 Trousers | 4. sku: 910.20 Warmed Bomber-Jacket, sku: 25131 Shirt, sku: 21131 LS Tee, sku: 18131 Jersey Trousers | 5. sku: 26131 Shirts, sku: 23131 LS Tee, sku: 17131 Jersey Trousers | 6. sku: 27131 Shirt, sku: 22131 LS Tee, sku: 16131 Corduroy pants | 7. sku: 28131 Polo T-Shirt, sku: 15131 Trousers.

MINIMALISM WITH CHARACTER

“The Rebel” challenges streetwear conventions. No flashy prints, no screaming logos, no forced carelessness. Only clean lines, carefully considered details, and a calm palette inspired by quiet luxury. Mountain fog, raw denim, base grey, and soft beige now reveal their deeper meaning.



The secret of this collection lies in the textures: rough denim meets soft corduroy, technical neoprene harmonizes with cozy cotton.

Silhouettes borrow from workwear: reinforced seams, practical pockets, functional cuts that bring style and comfort to everyday life.

Yet “The Rebel” is not just about practicality. These pieces come together effortlessly into elegant urban looks.

A neoprene suit with a grey turtleneck, a sweatshirt over a crisp shirt, chinos paired with a bomber and a polo—perfect even for special occasions.



The sport-chic line is a special chapter, where comfort meets city aesthetics.

These aren’t gym clothes—they’re stylish sets for urban adventures, where functionality blends with fashion-forward thinking.



1. sku: 35133 Sweatshirt, sku: 36133Trousers | 2. sku: 41133 Sweatjacket, sku: 28133 LS Tee, sku: 42133 Trousers | 3. sku: 907.20 Coat, sku: 14133 Polo T-Shirt, sku: 20133 Trousers | 4. sku: 15133 Combined Bomber Jacket, sku: 44133 LS Tee, sku: 38133 Trousers | 5. sku: 910.20 Warmed Bomber-Jacket, sku: 15133 Combined Bomber Jacket, sku: 44133 LS Tee, sku: 38133 Trousers | 6. sku: 906.20 Shirt-Jacket | 7. sku: 12133 Branded Denim Shirt, sku: 28133 LS Tee, sku: 13133 Branded Denim Pants.



RADIANT SPLENDOR

Young princes, your festive attire awaits: velvet blazers with satin lapels gleaming like icy crystals, pants with side stripes, and magnificent tuxedos to shine at any ball. For everyday adventures, stylish tuxedo-inspired sets with magical bow ties and shirts sprinkled with mysterious patterns.

Dear little princesses, two magical worlds await you!

The first is straight from a winter fairytale: dresses woven from stardust and moonlight, with delicate open shoulders and thousands of shimmering sequins, like snowflakes caught in sheer organza. Choose your magical gown: deep sapphire, like Christmas Eve skies; passionate red, like holly berries on a holiday wreath; or soft gold-pink, like the first rays of winter sun. Each dress is a masterpiece crafted by kind fairy seamstresses.

For the bold and modern fairies—the second capsule bursts with wonder! Jumpsuits gleaming like the northern lights, cloud-like wide-leg pants, daring sequin-covered tops that sparkle like precious gems. For lovers of timeless classics, there are treasures too: Chanel-inspired floral dresses and elegant suits fit for royal courts.

This collection is like a snow globe—inside, magical worlds swirl. New Year balls, theatrical wonders, holiday concerts—you'll shine brighter than anyone!



1. sku: 1196.1.43 Velvet Tuxedo Blazer, sku: 1202.1.43 Velvet Bow-tie, sku: 1579.43 Jacquard Smart Shirt, sku: 978.43 Classic Trousers | 2. sku: 1833.43 3D Butterflies Sequins | 3. sku: 1831.43 Elegant Jumpsuit | 4. sku: 1842.43 Chiffon Elegant Top, sku: 1842.1.43 Sequin Trousers | 5. sku: 1561.43 Smart Jacket, sku: 984.43 Bow-tie, sku: 1560.43 Jacquard Smart Shirt, sku: 1562.43 Classic Trousers | 6. sku: 1846.43 Flounces Dress.

EMBRACING THE FROST

When winter arrives, the cold becomes an ally.

A soft overcoat, flowing like the first snowfall. A tartan coat, straight from the streets of Edinburgh. Faux fur wraps your shoulders in royal tenderness, while the palette plays with winter hues—from frost-kissed sky blue to vibrant berry red.

Black jackets with enigmatic textures become the canvas for urban stories, while cropped silhouettes dance to the rhythm of the city.



1. sku: 907.20 Coat | 2. sku: 908.20 Padding poliester Coat | 3. sku: 894.20 Faux Fur Hooded Coat | 4. sku: 884.20 Shirt-Jackett | 5. sku: 895.20 Warmed Bomber Jacket, sku: 12.132 Skirt | 6. sku: 890.20 Bad Decorated Coat | 7. sku: 924.20 Synthetic Down Jumpsuit | 8. sku: 923.20 Synthetic Down Jumpsuit | 9. sku: 923.20 Synthetic Down Jumpsuit | 10. sku: 889.20 Faux Fur Jacket | 11. sku: 881.20 Shirt-Coat.



EXPLODE STYLE

Bold energy and fearless choices for young champions aged 4 to 16. No room for boredom—only bright colors, daring prints, high-tech fabric and smart technologies. Choupette Sport isn't just what you wear- it's how you win.



1. sku: 12.2.555 Bomber Jacket, sku: 21.2.555 T-Shirt, sku: 13.2.555 Trousers | 2. sku: Hoodie, sku: 14.2.777 Trousers | 3. sku: 21.2.77 Rashguard, sku: 26.2.777 T-Shirt, sku: 13.2.777 Trousers | 4. sku: 17.2.555 Polo, sku: 24.2.555 Shorts | 5. sku: 25.1.555 25.1.555 Sports suit (bomber jacket, trousers), sku: 20.2.555 T-Shirt | 6. sku: 10.2.777 Bomber Jacket, apt.: 27.2.777 Short T-shirt, apt.: 11.2.777 Trousers | 7. sku: 18.2.555 T-shirt | 8. sku: 19.2.555 T-shirt | 9. sku: 25.2.777 Top | 10. sku: 24.2.777 Knitted Blouse.

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