

FASHION MAGAZINE

CHOUPETTE

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ECO-FASHION

As summer gives way to the bright colors of autumn, fallen leaves gracefully cover the ground, creating a colorful blanket. This riot of colors that preserves the energy of the sun inspired Choupette designers to create a warm and cozy FW 24/25 collection that is as comforting as a cup of tea.

The year 2024 marks a shift towards environmental awareness, as people become more conscious of the natural world and strive to protect its beauty. Choupette supports this movement by bringing together natural shades and textures in our new collections.



SUN CARMEL

Natural fabrics, calming and natural colors, warmth, and sincerity — this is a new collection for girls called «Sunny Caramel»

This Choupette collection is a perfect blend of ecological and fashionable elements.

Loose-fitting dresses are paired with floral ornaments that are similar, but each one is truly unique, providing room for the endless imagination of a beautiful girl. Whether she wants to create a look of a fairytale princess, or embrace the spirit of the Wild West, or make a new dress part of her everyday wardrobe — it's up to her! A pastel knitted or crinkled jersey suit will keep her cozy in cool and cloudy weather.



Give preference to calm and light shades of nature, such as ochre, creamy, sunny yellow, dusty pink. The color of the year according to Pantone is «Peach Fuzz», so be sure to add it to your wardrobe to stay up-to-date with the latest fashion trends!

«We are all children of Earth, so there is nowhere else to go... When you've finished washing and dressing each morning, you must tend your planet.»

Antoine de Saint-Exupery



Bright accessories, contrasting outerwear, and shoes can add a pop of color or create a unique monochromatic look. The minimalist design of the outfits highlights the eco-friendly nature of the collection. However, by experimenting with the details, you can create outfits that suit different moods and occasions.

1. sku: 19.122 Flannel Dress | 2. sku: 51.122 Decorated T-Shirt, sku: 31.122 Jersey Shorts | 3. sku: 38.122 Floral Micro-Corduroy Bomber Jacket, sku: 48.122 Cashkorse Fabric T-Shirt, sku: 62.122 Jeans | 4. sku: 42.122 Knitted Suit (LS Tee and Pants) | 5. sku: 43.122 Knitted Suit (LS Tee and Pants) | 6. sku: 14.122 Embroidered Chiffon Dress | 7. sku: 45.122 Crinkled Jersey Suit (LS Tee and Pants) | 8. sku: 12.122 Jersey Floral Dress | 9. sku: 17.122 Embroidered Mesh Skirt Dress | 10. sku: 46.122 Chanel Fabric Jacket, sku: 28.122 Flannel Skirt | 11. sku: 48.122 Cashkorse Fabric T-Shirt, sku: 27.122 Chanel Fabric Skirt | 12. sku: 22.122 Embroidered Dress



PLAY WITH DOLLS!

«Fashion is a game» — this is our motto for the «Kukla» collection! Whether you're riding a carousel, taking a leisurely stroll through the streets of the city, or attending an energetic party with friends, there are countless opportunities to create stylish and modern looks that are created with love by Choupette.

A pearl-adorned dress or a sequin-embellished pantsuit can be the perfect addition to any wardrobe. You'll receive plenty of admiring glances and warming compliments from others, as these outfits are so mesmerizing in their brilliance!



THE MAIN FASHION RULE!

Fashion and self-perception are closely connected. It's important to choose a style that feels close to your personal spirit. Dream, seek inspiration, and Choupette clothing will help you create a unique look. You will feel confident and comfortable, which is the key to making any outfit stylish and appealing.

After the luxurious and amazing celebrations, it's time to return to daily life. To brighten up everyday looks, Choupette's designers have added a touch of French romance to the collection. The main focus of the details is on the striking color of «Aurora Red»!



1. sku: 41.124 Knitted Jacket, sku: 22.1.124 LS Tee, sku: 63.124 Knitted Skirt | 2. sku: 16.124 Chanel Fabric Jacket, sku: 69.124 Kashkorse Turtleneck, sku: 17.124 Chanel Fabric Skirt | 3. sku: 48.124 3D Flowers Dress | 4. sku: 58.124 Sequins Decorated Dress | 5. sku: 14.124 Velvet Dress | 6. sku: 37.124 Sequins Jersey Jacket, sku: 38.124 Sequins Jersey Skirt | 7. sku: 15.124 Chanel Fabric Jacket, sku: 55.12 Decors T-Shirt, sku: 28.124 Jersey Short | 8. sku: 47.124 3D Flowers Dress | 9. sku: 14.124 Velvet Dress | 10. sku: 55.124 Decors T-Shirt, sku: 26.124 Classic Fabric Trousers | 11. sku: 24.124 Blouse and Top, sku: 27.124 Pleated Skirt | 12. sku: 56.124 Sequins Decorated Hoodie, sku: 57.124 Sequins Decorated Palazzo Trousers | 13. sku: 58.124 Sequins Decorated Dress

DEAR FRIEND

A cute and furry creature lives in a remote country. He loves to walk on mountain peaks and meet new people. During its numerous travels he has visited the designers of Choupette. They were so impressed by the animal that they decided to introduce it to their friends...

Thus, the «Alpaca and Co» collection was created, the friendly and cheerful animal became its main character. Alpaca represents the ideas of environmental friendliness, honesty, and warmth, which is reflected in the variety of natural textures used.

The collection is based on vibrant, soft colors such as pottery clay, cedar wood, and mustard. These colors go well with ochre, ecru, and olive, creating a sense of peace and serenity.



THE BATTLE OF COLORS

The debate between warm and cool tones has been ongoing for a long time, but Choupette has shown that they can coexist to create unique and fashionable looks. An example of this is our new boys' «Esthete» collection.

Black jeans can be paired with a white long-sleeved shirt and a light grey jacket, which features a charming frog hidden inside. The designers have incorporated interesting details and embellishments into these products, making them stand out and appealing to young fashion enthusiasts. They have also incorporated the trendy check pattern into the collection, giving it some new and surprising variations.

1. sku: 10.123 Knitted Sweater | 2. sku: 27.123 Micro-Corduroy Shirt, sku: 22.123 Corduroy Trousers
 3. sku: 11.123 Knitted Sweater, sku: 75.123 Denim Pants | 4. sku: 14.123 Knitted Turtleneck
 5. sku: 37.123 Knitted Hat, sku: 21.123 Printed T-shirt, sku: 16.123 Shirt | 6. sku: 28.123 Printed T-shirt, sku: 31.123 Tracksuit (pants) | 7. sku: 34.123 Coated fabric Hooded Shirt, sku: 35.125 AOP T-Shirt, sku: 11.125 Denim Pants | 8. sku: 26.125 Jersey Bomber Jacket, sku: 34.125 T-Shirt, sku: 14.125 Jersey Trousers | 9. sku: 18.125 Plaid Shirt, sku: 34.125 T-Shirt, sku: 12.125 Pockets Decorated Classic Trousers
 10. sku: 10.125 Decorated Classic Blazer, sku: 29.125 Velour Effect LS Tee, sku: 13.125 Denim Pants



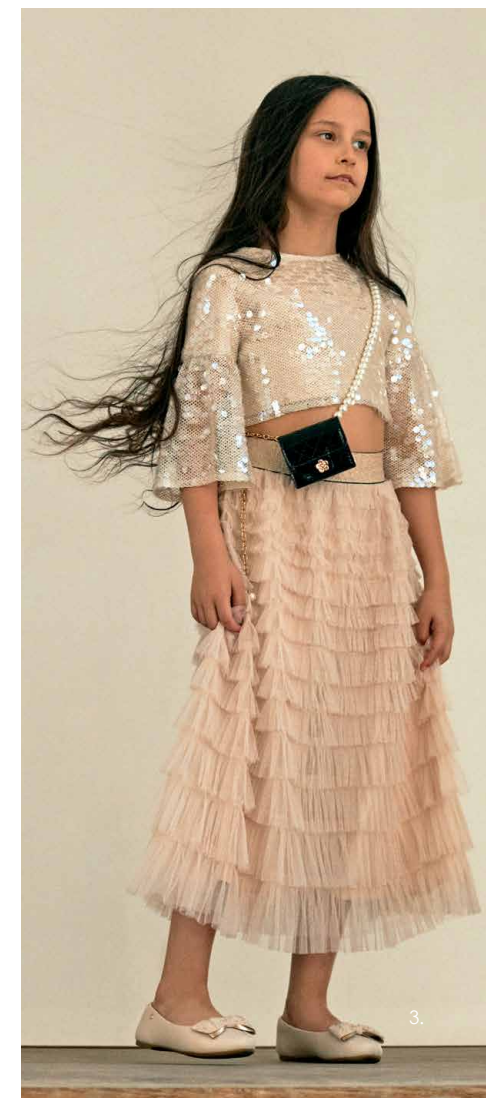


A SWEET FANTASY

Every little girl loves trying on her mother's shoes and dresses, and walking around the house admiring the flow of the hem and imagining herself at a royal ball in a palace.

Today's children don't need to play dress-up, as Choupette annually creates elegant dresses and suits for young ladies and gentlemen!

Then, on the next day, we can head to a royal event! Wear a light dress with a tulle skirt embellished with shiny sequins and beads to catch everyone's eye.



Finally, in the last waltz, a charming gentleman will sweep you off your feet, captivated by your enchanting beauty. Then, everything will just be like a dream...

Let's have a game!

On the first day, we can attend a real English tea party, where fashionable ladies can discuss the latest news and show off their outfits in a cocktail dress. Remember, it's best to wear a dress in restrained colors for this occasion.

1. sku: 1660.43 Quilted Creamy Dress | 2. sku: 1578.2.43 Classic Tuxedo Jacket With Satin Lapel, sku: 978.3.43 Smart Trousers With Satin Stripes
 3. sku: 1667.1.43 LS Sequins Top, sku: 1667.43 Flounces Elastic Band Skirt | 4. sku: 1677.43 Flounces Skirt Dress | 5. sku: 1661.43 Fringe Decorated Dress
 6. sku: 1664.43 Fluffy Skirt Sequins Top Dress | 7. sku: Flounces Sleeves Shimmering Cocktail Dress



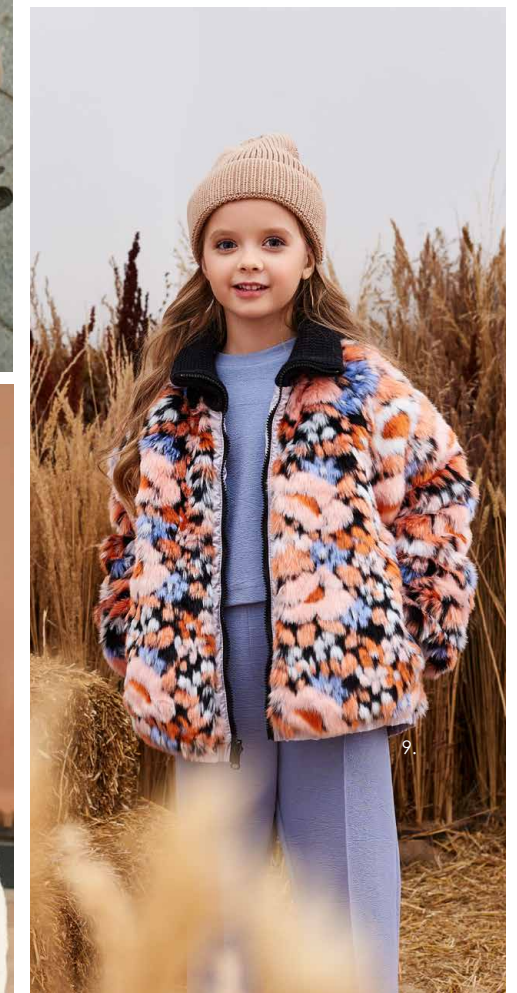
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IT'S WARM IN THE SOUL

The collections presented are diverse in style and mood, but they are all designed for cold weather. It is essential to select unusual images and harmoniously combine them with outerwear to create a stylish look.

Formal dresses look great when paired with fur coats, while jackets in more accentuated styles suit monochromatic look. A red jacket will complement a light French outfit on a windy day, and an elongated coat can complete a knitted winter look.



There are also various options for boys' outerwear, from semi-seasonal to insulated winter coats. Do not forget straight coats, which are always relevant. They can complement both a casual, sporty look and a formal, classic suit.

Iconic Scottish patterned jackets are a versatile option to complement any look. For outdoor activities, there are waterproof insulated jackets and comfortable overalls for cold weather.

1. sku: 798.20 Synthetic Down Coat-Jacket, sku: 12123 Jersey Sweatshirt, sku: 30123 Jersey Pants | 2. sku: 794.20 Teddy Faux Fur Down Parka Jacket, sku: 21123 Printed T-shirt, sku: 22123 Corduroy Trousers | 3. sku: 819.20 Fluffy Removable Collar Coat | 4. sku: 798.20 Synthetic Down Coat-Jacket
 5. sku: 821.20 «Sheepskin Coat» Longlength Jacket | 6. sku: 756.20 Synthetic Down Hooded Coat | 7. sku: 824.20 Shortened Length Coat-Jacket
 8. sku: 805.20 Faux Fur Jacket | 9. sku: 806.20 Multicolor Synthetic Down Faux Fur Jacket

