

FASHION MAGAZINE

# CHOUPEPETTE

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# FOREST MAGIC

The "Elves" collection is a magical world of fairy tales where every girl can become a true fairy! Inspired by legends of forest spirits and mystical creatures, Choupette has created unique outfits that are filled with the mystery of nature and the glow of morning dew.

With Choupette, dreams become a reality and every day feels like a fairy tale.

Step into the enchanted forest and discover the secrets and wonders that await you! Sparkling sequins catch the moonlight, bringing a touch of magic to the outfit. Wonderful creatures like butterflies and dragonflies inhabit the magical realm of Choupette. Only true beauty will be lucky enough to meet a charming unicorn friend!



Every piece in the collection is a work of art, created with love and attention to details. The designers use natural fabrics to ensure that the young sorceress will feel comfortable and protected, as if she is embraced by Mother Nature herself.

Future Dusk is one of the main colors for this year, according to WGSN and Coloro. It reflects an era of great change and gives the outfits from the «Elves» collection a special touch of sophistication and charm.



When evening falls upon the enchanted forest, the fairy wears an iridescent jacket with sequins, a trendy Chanel-inspired jacket, or a cozy knit sweater with delicate pink flowers. The cloak will gently drape her shoulders, allowing her to enjoy the mystical fireflies dancing through the air.

1. sku: 40.126 Sequins Crop-Top, sku: 46.126 Pleated Skirt | 2. sku: 15.126 Fancy Sleeves Chain Decorated T-Shirt, sku: 41.126 Sequins Trousers | 3. sku: 865.20 Faux Fur Bomber Jacket, sku: 16.126 3D Decors T-Shirt, sku: 17.126 Skirt with pockets | 4. sku: 864.20 Faux Fur Decorated Bomber Jacket, sku: 13.126 Printed T-Shirt, sku: 20.126 Bell Bottomed Denim | 5. sku: 38.126 Sequins Bomber Jacket, sku: 37.126 Decorated Combined Dress | 6. sku: 859.20 Warmed Bomber Jacket, sku: 12.126 Applique Sweatshirt, sku: 17.126 Skirt with pockets | 7. sku: 21.126 3D Flowers Decorated Knitted Sweater, sku: 55.126 Tutu Skirt | 8. sku: 28.126 Chanel Fabric Blazer, sku: 29.126 Chanel Fabric Shorts.



The "Metamorphoses" collection takes you on a journey through the sea of stories and sun-kissed summer days!

Each piece, whether it's a dress, skirt, or top, seems to embody the essence of nature itself. Delicate shades of the rainbow, the warm colors of the sea waves, and contrasting bright hues, as if created by the sun itself, make each item unique.

Today promises to be a very special day, as you set out on new journeys with Choupette, creating the most unforgettable moments of your life!

## SUNNY HARMONY

As the sunlight dances across the ocean and the wind whispers tales of faraway lands, the magic begins. This is when our new collection for girls, "Metamorphoses", comes to life. Inspired by summer, freedom, and fantasy, this collection celebrates everything that makes this season so special!

Imagine waking up to the first rays of sunlight, feeling refreshed and ready for the day ahead. The gentle breeze stirs the curtains, bringing in the sweet scent of flowers and the fresh morning air. Birds sing cheerfully, welcoming the new day. You rise from bed, feeling lighthearted and filled with joy. It's time to dress for a magical day, and when you open your closet, a surprise awaits, lovingly crafted by the designers at Choupette.



1. sku: 50.128 Textured Fabric Bomber Jacket, sku: 27.128 Printed T-Shirt, sku: 51.128 Textured Fabric Skirt | 2. sku: 11.128 Volumable Sleeves Printed LS Tee, sku: 44.128 Denim Pants | 3. sku: 43.128 Shiffon Flared Dress, sku: 12.128 Printed T-Shirt, sku: 52.128 Tutu Skirt | 4. sku: 45.128 Embroidered Denim Jacket, sku: 13.128 Crooped Decorated T-Shirt, sku: 46.128 Embroidered Denim Shorts-Skirt | 5. sku: 32.128 Blouse, sku: 33.128 Bell Bottomed Shorts | 6. sku: 36.128 Dress With Voluminous Sleeves | 7. sku: 53.128 Washed Effect Dress | 8. sku: 19.128 Crooped T-Shirt, sku: 22.128 Pleated Skirt | 9. sku: 20.129 Loose-Fitting Shirt, sku: 32.129 Printed T-Shirt, sku: 37.129 Twill Shorts.



# FASHION EXPEDITION

The world we live in is full of wonders and mysteries. But there is an era out there, hidden beyond the horizon, filled with incredible creatures! Imagine forests with towering ferns, and roaring dinosaurs stepping right out of ancient legends...

This magical world comes to life in the «Jurassic Period» collection.

Combining the images of prehistoric giants with modern elements, this collection is not only stylish but also relevant to today's young explorers.

Join us in a true time journey where the past meets the future!

The collection features vibrant neon prints of headphones and joysticks, creating a playful and distinctive style. Now boys can express their love for dinosaurs while celebrating their passion for modern technology. These designs blend creativity and fun, offering a unique way to combine favorite themes into one exciting look.

Each element of the collection was designed to emphasize the unique and bold personality of the young boy. Whether he's hiking in the woods, playing at the park, or simply walking around town, his adventures are always stylish and comfortable.

“Jurassic Period” is not just about clothes — it's a gateway to a world of imagination and adventure. Allow your child to become the true hero of their stories by exploring the world of dinosaurs with Choupette!



Fashion is a powerful tool for expressing yourself and emphasizing your uniqueness and confidence. Choose an outfit that reflects your inner strength and desire for success. Remember that fashion is not just about following trends, it's a statement about one's identity and aspirations. So, go ahead and let your fashion choices speak for you! You are explorers, discoverers, heroes of your own history!



1. sku: 10.127 Printed LS Tee, sku: 22.127 Twill Trouser | 2. sku: 24.127 Printed T-Shirt, sku: 34.127 Zipped Trousers | 3. sku: 25.127 Printed T-Shirt, sku: 12.127 Denim | 4. sku: 15.127 Printed T-Shirt, sku: 34.127 Zipped Trousers | 5. sku: 31.127 Sweatshirt, sku: 20.127 Corduroy Trousers | 6. sku: 27.127 Sweatshirt with pockets | 7. sku: 13.127 Tie Dye Effect Shirt, sku: 32.127 Printed T-Shirt, sku: 33.127 Twill Trousers | 8. sku: 28.127 Back Printed Oversize Hoodie | 9. sku: 21.127 Fleece bomber.

# REBOOT

Welcome to a world where the lines between reality and virtuality are blurred! “Reboot” collection is designed for kids who are passionate about gaming, as it brings the rhythm of digital technology into the real world. Every piece of clothing in this collection seems to be a character from a favorite game: T-shirts with dynamic prints, trousers with bright patterns and functional sweatshirts provide comfort even in the most active battles!



The prints are inspired by some of the most iconic games, bringing elements of the digital world to the real-life fashion. Console buttons, joysticks, and keyboards become part of the designs, creating a unique fusion of gaming and style.

Discover “Reboot” and take your child's gaming experience to the next level! Your little adventurer will not only look great, but also feel like a real champion. Turn each day into an exciting cyber adventure!



10. sku: 24.129 Printed LS Tee, sku: 28.129 Jersey Set (T-Shirt and Shorts) | 11. sku: 30.129 AOP Shirt, sku: 31.129 AOP Shorts | 12. sku: 13.129 Hoodie, sku: 16.129 Longlength Jersey Shorts | 13. sku: 11.129 AOP T-Shirt, sku: 12.129 AOP Shorts | 14. sku: 24.129 Printed LS Tee, sku: 17.129 Jersey Shorts | 15. sku: 23.129 Polo T-Shirt, sku: 36.129 Twill Trousers | 16. sku: 10.129 AOP Blazer, sku: 25.129 Printed T-Shirt, sku: 37.129 Twill Shorts | 17. sku: 15.129 Short Sleeves Hoodie, sku: 22.129 Denim Shorts | 18. sku: 35.129 Plaid Shirt | 19. sku: 32.129 Printed T-Shirt, sku: 34.129 Twill Trousers | 20. sku: 20.129 Loose-Fitting Shirt, sku: 33.129 Twill Shorts.



## GRACE AND SOPHISTICATION

The “Special occasion” collection celebrates the magic and lightness of childhood, designed specifically for young princesses and knights. Each piece seems to be made of delicate clouds and moonlight, creating a festive and enchanted atmosphere.

Every aspect of the collection has been carefully considered. Airy dresses with full skirts, decorated with delicate lace, turn girls into true fairies and princesses. For boys, we offer elegant costumes with refined accents, reminiscent of old royal ceremonies.

“The best color in the whole world is the one that looks good on you.”  
Coco Chanel

Pastel shades of pink, blue, cream, and gold enhance the magical aura, while decorative elements add sophistication to the overall look.



“Special occasion” isn’t just about the dresses and suits — it’s about creating memories that your children will treasure throughout their lives. Every holiday can become an unforgettable experience thanks to this stunning collection.

Exquisite accessories complement the outfit, adding an extra touch of magic. Headbands adorned with glittering crystals grace the heads of young princess, creating a regal look, while elegant bracelets and rings wrap around delicate hands. Gallant bow ties and elegant waistcoats complete the outfits of young gentlemen, adding nobility and sophistication.

1. sku: 1735.43 Striped Shirt, sku: 1733.43 Embroidered T-Shirt, sku: 1739.43 Chinos Pants | 2. sku: 1712.43 3D Flowers Decorated Dress | 3. sku: 1701.43 Lace Cocktail Dress  
4. sku: 1705.43 Volumable Embroidered Mesh Dress | 5. sku: 1699.43 Embroidered Dress | 6. sku: 1712.43 3D Flowers Decorated Dress.

# WARMING COOLNESS

Spring is a season of renewal and fresh start. With the arrival of the first warm rays of sunshine and the sweet singing of birds, children eagerly explore their surroundings. It's important to keep them comfortable and warm during this time.

Our clothes are designed with the changing weather in mind, using lightweight and breathable materials to protect them from cool breezes and occasional rain. The adjustable hood ensures a snug fit, while bright colors brighten even on the gloomiest days.



Every detail of our collection has been thoughtfully crafted to provide the utmost comfort for children. Synthetic insulation and faux fur provide extra warmth for chilly evenings, and spacious pockets make it easy to stash treasures from outdoor adventures.

Trendy colors in children's fashion often reflect the qualities of childhood, such as tenderness, lightness, and playfulness. Colors such as sand, coral, ecru, and lavender are perfect for creating a spring wardrobe for your kid. These shades add freshness and vibrancy, while also emphasizing the individuality of each child.

1. sku: 862.20 Warmed Vest, sku: 26127 Jersey Tracksuit (Sweatjacket and Sweatpants) | 2. sku: 865.20 Faux Fur Bomber Jacket, sku: 16126 3D Decors T-Shirt, sku: 17126 Skirt with pockets | 3. sku: 864.20 Faux Fur Decorated Bomber Jacket, sku: 13126 Printed T-Shirt, sku: 20126 Bell Bottomed Denim | 4. sku: 857.20 Windbreaker Jacket, sku: 27128 Printed T-Shirt, sku: 47128 Denim Pants | 5. sku: 856.20 Polyester Fabric Jacket, sku: 10128 Printed LS Tee, sku: 44128 Denim Pants.



# Choupette

sport

Now available in stores — an exclusive capsule collection of trendy sportswear designed for future champions!

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