

CHOUPETTE

Choupette is fashionable clothing brand for children
from 0 to 12 years old





WELCOME TO THE WORLD OF CHOUPETTE!

OUR GOAL

Develop children's fashion, make it accessible, be present in every part of the world, and make every partner of our brand successful.

OUR MISSION

Dress children all over the world in fashionable, beautiful and comfortable clothes. To develop a successful and efficient business by offering customers a full range of children's clothing and footwear.

VALUES

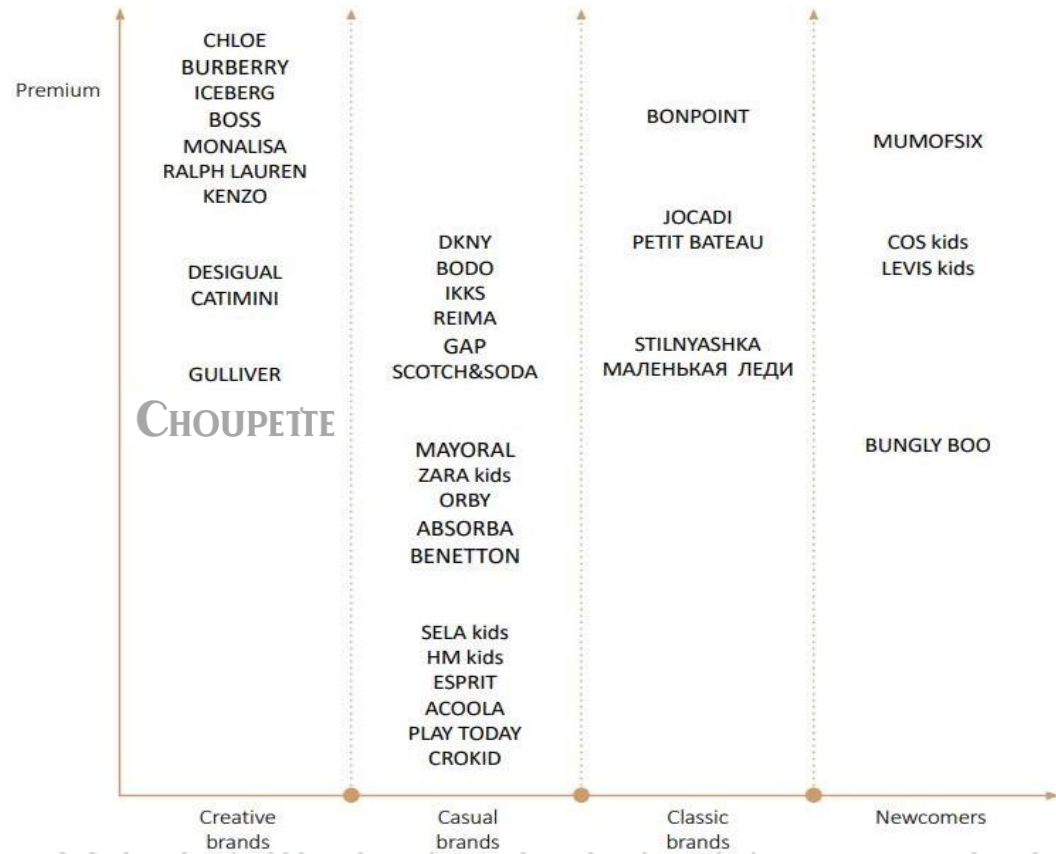
Unique ratio of design, quality and price.



BRAND POSITIONING

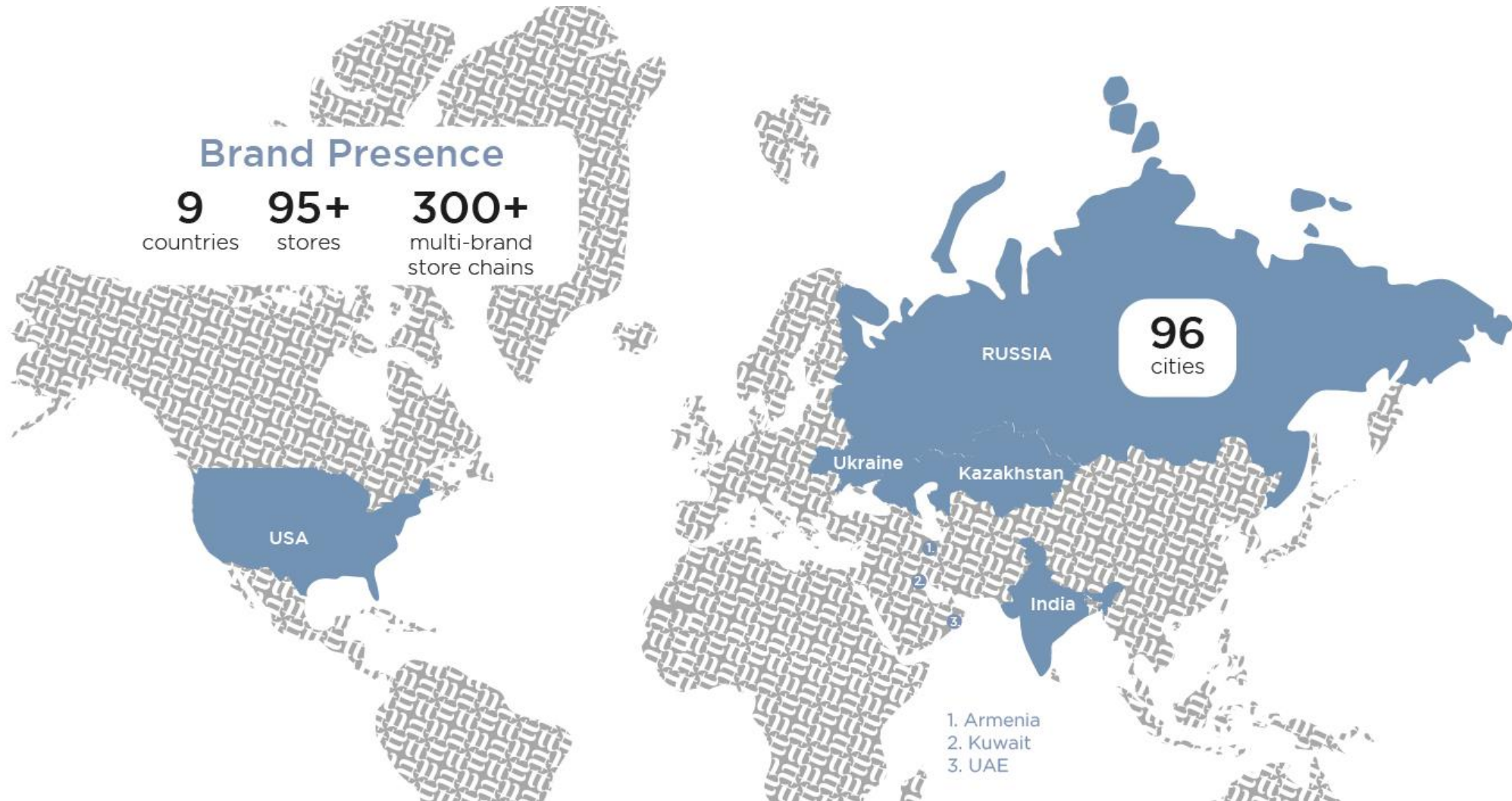
Positioning of the CHOUPEPTE brand in the global market of children's clothing.

CHOUPEPTE



*Table shows the top global children's brands in terms of turnover, according to research by the Kids Fashion Retail consulting agency.

CHOUPEPTE WORLDWIDE



DYNAMICS OF DEVELOPMENT



India

- **19** new stores were opened in **2021**
- **6** new stores have already been opened in **2022**



Los Angeles



Brooklyn



AT THE END OF 2024, A FLAGSHIP STORE
OPENED IN DUBAI MALL





List of commercial equipment with zoning, info on filling the store with right product assortment, 3D visualization, purchase of equipment.

FRANCHISE SUPPORT



MARKETING TOOLS

Seasonal image photos, videos, layouts: POS materials, billboards, printed publications, promotions



SOCIAL MEDIA MARKETING

SMM guideline (account registration, setting up targeted advertising, cooperation with bloggers, cross-promo), information support

FRANCHISE SUPPORT

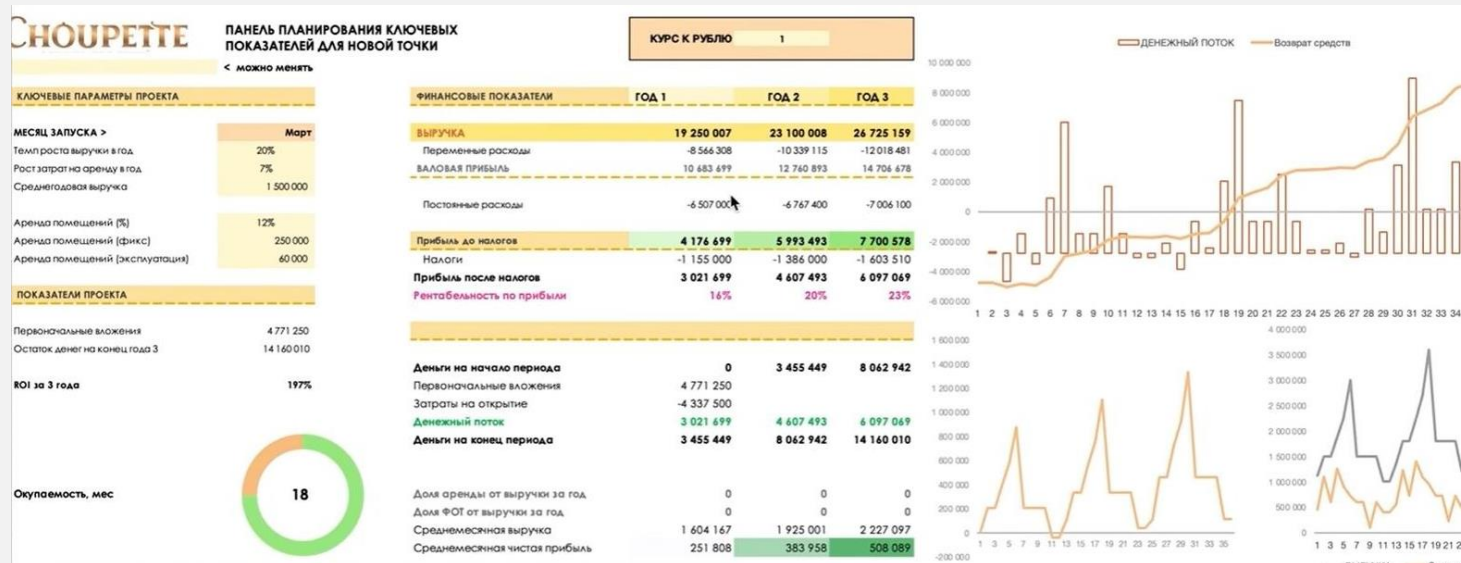
Merchandising

Information support for partners, introductory trainings, CHOUPELLE corporate University and personal merchandising manager.



CHOUPELLE

ECONOMIC METRICS



Focus on development to China, Brazil and countries of MENA

Investment amount to store opening
100 000 USD

Profitability rate
13-20%

Payback period
12-24 месяцев

Retail KPIs:

- Retail mark-up **2,3-2,5**
- Conversion **20%**
- Average retail purchase **100-120 USD**



RELEASE OF THE EXCLUSIVE **CHOUPETTE**
SPORT SPORTSWEAR CAPSULE COLLECTION
IN 2025

Choupette
sport 

JOIN OUR FAMILY TEAM!

OPEN YOUR SUCCESSFUL CHOUPETTE FRANCHISE!





Anastasia Vasilkova

Business Development Director, Choupette TM

CHOUPETTE

WANT TO PURCHASE A CHOUPETTE FRANCHISE OR HAVE QUESTIONS?

By opening a business under the Choupette franchise, you become part of a strong brand and join a family of ambitious entrepreneurs.

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