

BABOCHKA

spring | summer 2021



21

18+



I FEEL STRONG WHEN I AM GROUNDED
AND WHEN I KNOW WHAT MY INTENTIONS ARE.

WHAT MAKES
~~A MAN~~ ME
Zegna

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GABRIEL-KANE DAY-LEWIS

#WHATMAKESAMAN



1895

BERLUTI

PARIS



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SOMEWHERE IN LORO PIANA
ГДЕ-ТО В LORO PIANA





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Cesare Attolini
Napoli





ФОТОГРАФ: Мария Попова
СТИЛИСТ: Вика Крук, Антон Крук
HAIR AND MAKE UP: Саша Строганова
МОДЕЛЬ: Pavel Patrushev (Ino models)
КАСТИНГ: Анна Кобран
АССИСТЕНТЫ ФОТОГРАФА: Иван Соловьев, Сергей Савельев
АССИСТЕНТЫ СТИЛИСТА: Марина Бугорская, Екатерина Азаркина

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БУТИК CANALI НА СТАРОНЕВСКОМ

В ноябре 2020 года на Староневском открыл свои двери новый бутик итальянской мужской одежды Canali. Интерьер бутика выполнен в новой дизайн-концепции бренда: темные породы дерева и камня встречаются с высокими потолками и светлыми стенами, которые воплощают итальянскую индивидуальность Canali, но в современном стиле.



На нижнем ярусе двухэтажного бутика расположены VIP-примерочная и MTM-room, для особого комфорта гостей доступна частная парковка.

Мужчина Canali — модернист, он ищет баланс, идеальное сочетание элегантности и практичности, роскошь, но с современными нотками. Преданный итальянскому качеству, клиент Canali ценит комфорт, новые технологии, хочет выглядеть уникально, не будучи зафиксированным на тенденциях.

















В бутике каждый гость может воспользоваться услугой индивидуального пошива Su Misura. Костюм, сорочка, брюки и пиджак — те изделия, которые должны сидеть превосходно. Выбор кроя материалов и фурнитуры, а также снятие мерок проходят в приватной обстановке в VIP-примерочной бутика. MTM-менеджер Canali прошел специальное обучение у итальянских коллег.




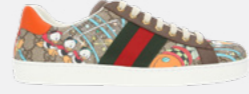














CANALI
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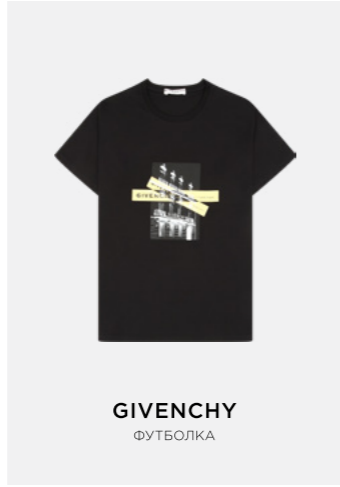
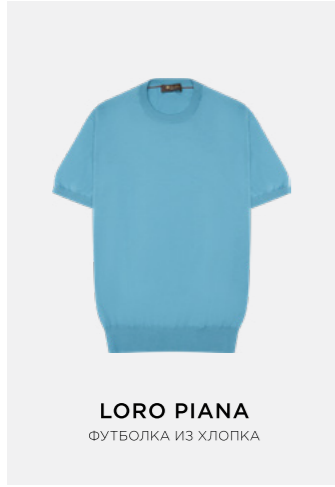
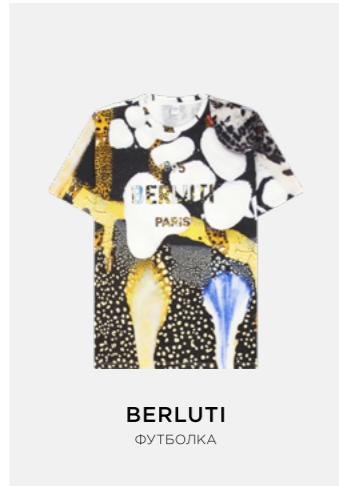
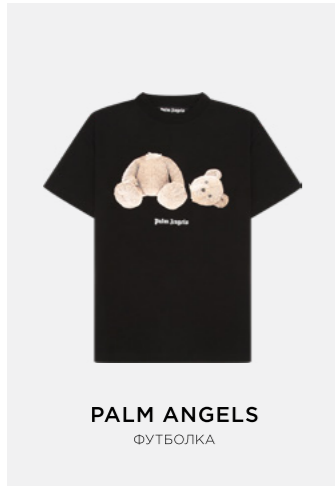
SHOPPING LIST: СУМКИ

 BERLUTI СУМКА	 BURBERRY ПОРТФЕЛЬ	 ERMENEGILDO ZEGNA СУМКА	 GUCCI СУМКА NEO
 BERLUTI ПОРТФЕЛЬ	 ERMENEGILDO ZEGNA ПОРТФЕЛЬ	 BERLUTI ПОРТФЕЛЬ	 BERLUTI ПОРТФЕЛЬ
 VALENTINO GARAVANI СУМКА ИЗО ЛЬНА И ХЛОПКА	 ERMENEGILDO ZEGNA РЮКЗАК	 VALENTINO GARAVANI РЮКЗАК	 OFF-WHITE РЮКЗАК
 OFF-WHITE СУМКА НА ПОЯС	 PRADA СУМКА НА ПОЯС	 DIOR HOMME СУМКА SADDLE	 VALENTINO GARAVANI СУМКА НА ПОЯС

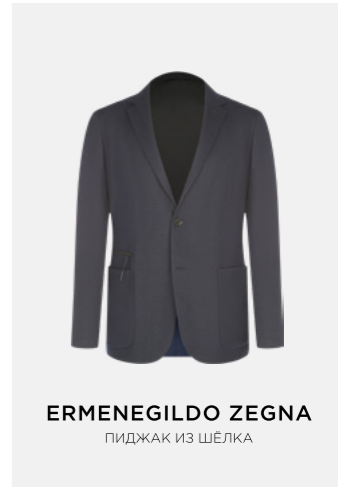
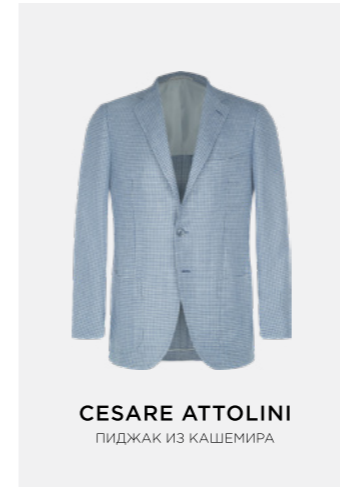
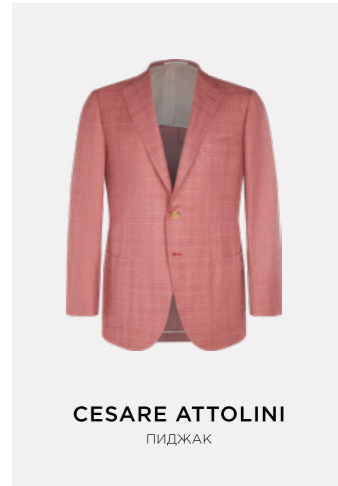
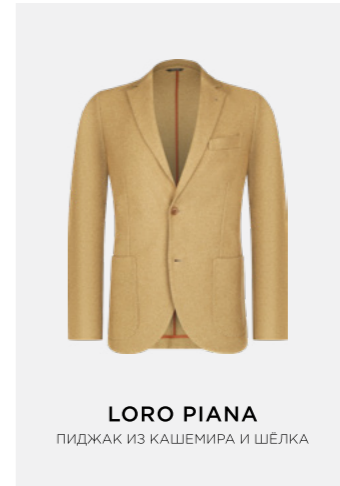
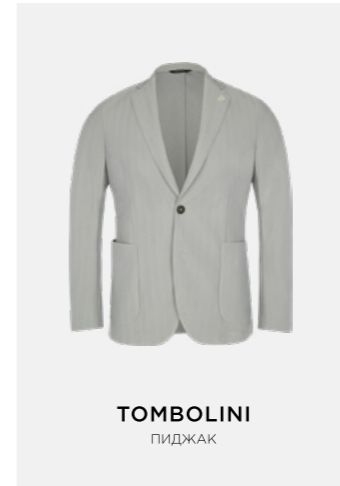
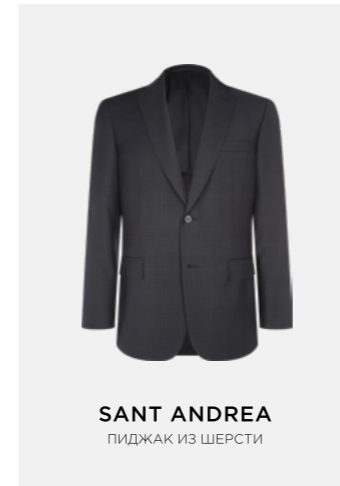
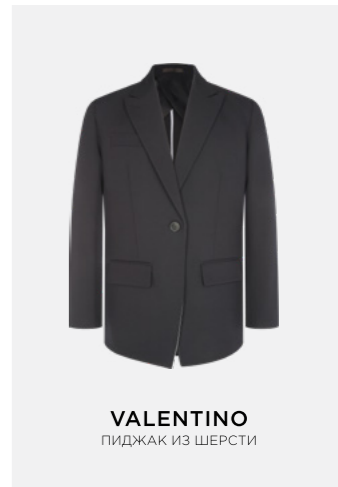
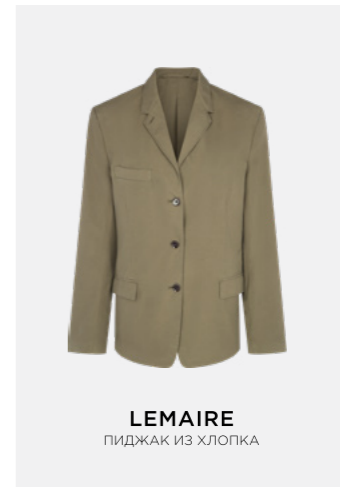
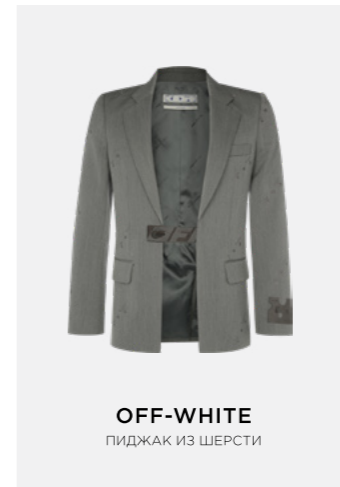
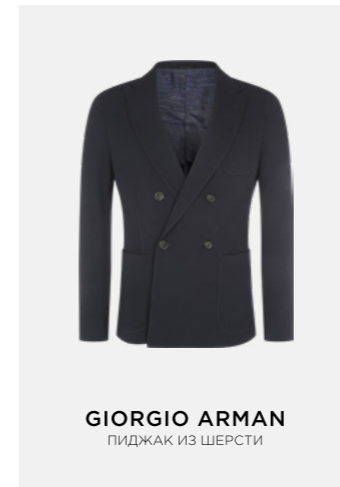
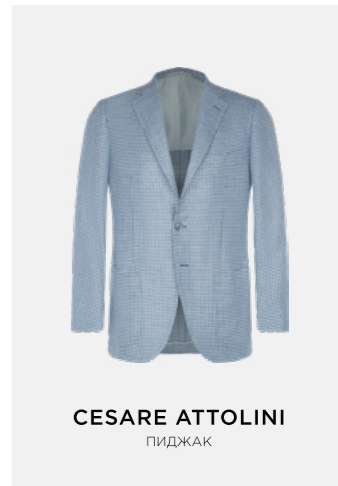
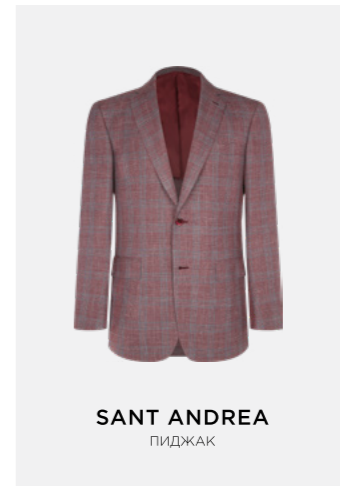
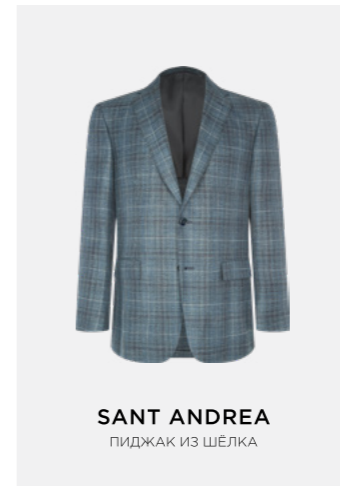
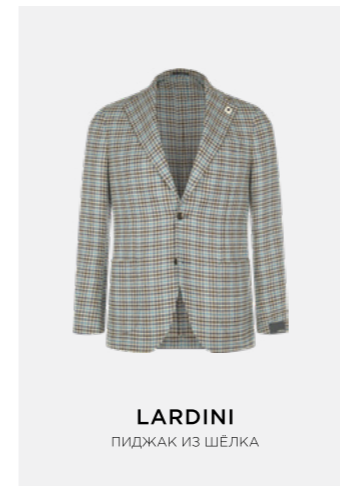
SHOPPING LIST: КРОССОВКИ

 OFF-WHITE КЕДЫ ИЗ ХЛОПКА	 GUCCI КРОССОВКИ ACE DISNEY EDITION	 MAISON MARGIELA КРОССОВКИ REPLICA	 PRADA КЕДЫ ИЗ ХЛОПКА
 VALENTINO GARAVANI КРОССОВКИ WADE RUNNER	 OFF-WHITE КРОССОВКИ OUT OF OFFICE	 VALENTINO GARAVANI КРОССОВКИ CLIMBERS	 OFF-WHITE КРОССОВКИ ODYSY-1000
 BERLUTI КРОССОВКИ	 LOEWE КРОССОВКИ BALLET RUNNER	 BERLUTI КРОССОВКИ ИЗ КОЖИ	 VALENTINO GARAVANI КРОССОВКИ ROCKRUNNER
 LORO PIANA КРОССОВКИ ИЗ ТЕКСТИЛЯ И ЗАМШИ	 ERMENEGILDO ZEGNA КРОССОВКИ	 BERLUTI КРОССОВКИ	 ERMENEGILDO ZEGNA КРОССОВКИ

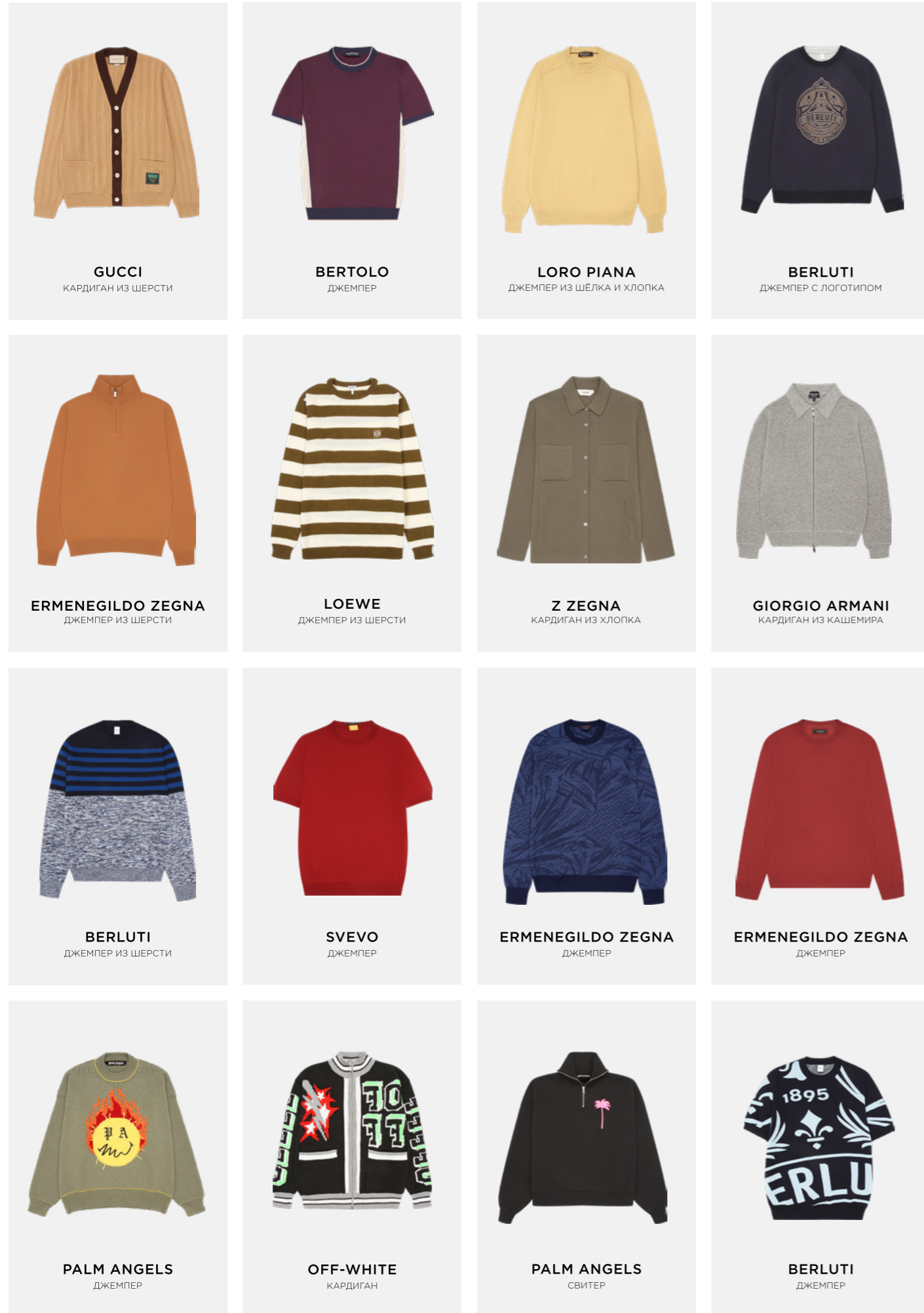
SHOPPING LIST: ФУТБОЛКИ



SHOPPING LIST: ПИДЖАКИ



SHOPPING LIST: ТРИКОТАЖ



SHOPPING LIST: БРЮКИ

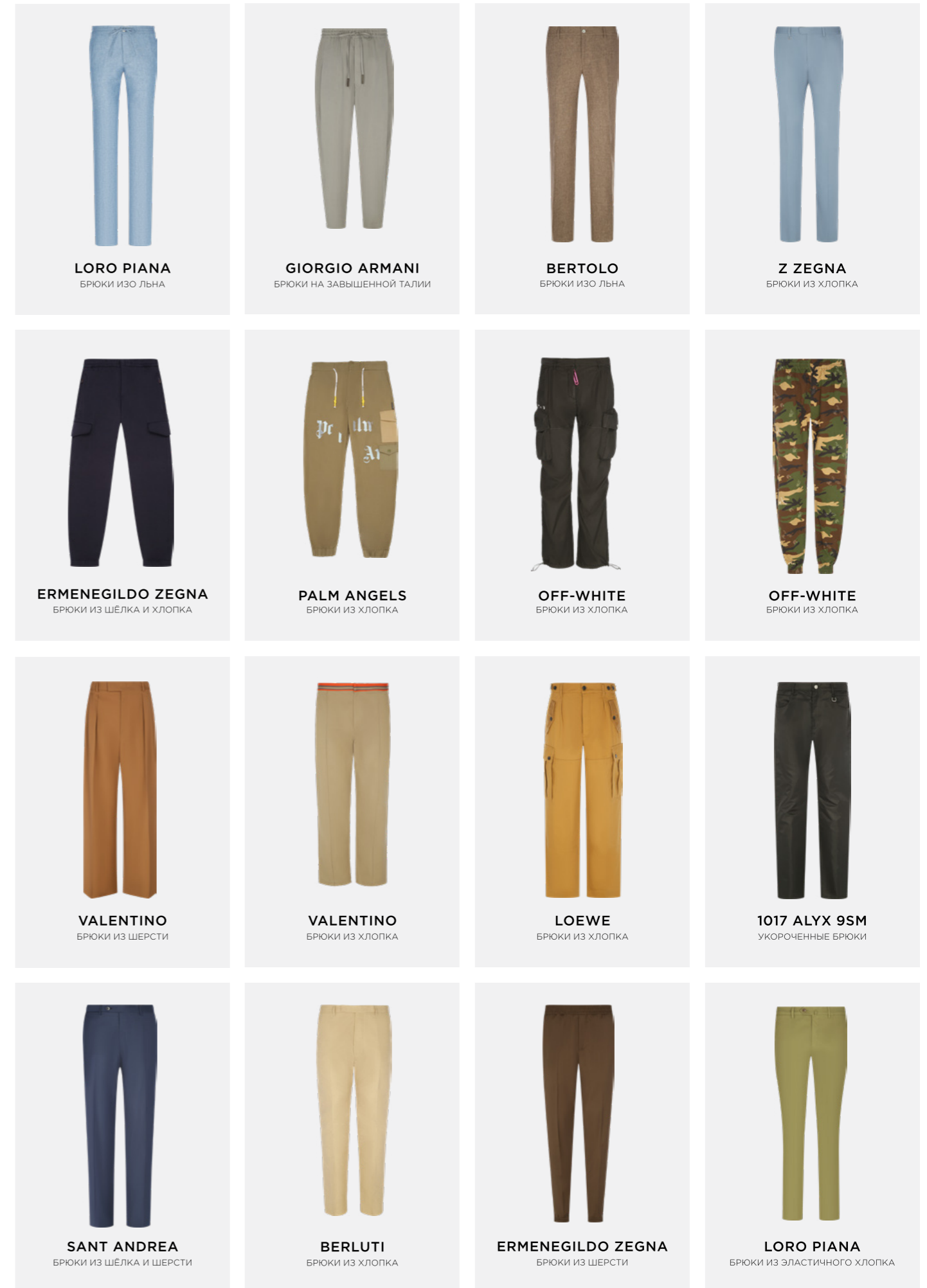




ФОТО: МАРИЯ ПОПОВА; СТИЛЬ: ВИКТОРИЯ КРУК, АНТОН КРУК

MINIMAL ATTRACTION

НА СТРАНИЦЕ СЛЕВА:
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НА ЭТОЙ СТРАНИЦЕ:
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ПИДЖАК SEASE, ЖИЛЕТ,
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ПИДЖАК, БРЮКИ, ПОРТФЕЛЬ **ERMENEGILDO ZEGNA**,
СОРОЧКА **LORO PIANA**, БОТИНКИ **BONTONI НЕВСКИЙ**, 153

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ПИДЖАК, СОРОЧКА, БРЮКИ VALENTINO, КЕДЫ GIVENCHY НЕВСКИЙ, 152





NEW BRAND: JACQUEMUS

French self-made designer Simon Port Jacquemus was born in a small town near Marseille. He always conveys his love for sun, South of France, bright colors and summer in his laid-back and enchanting by its luminosity collections. Simon founded his brand when he was 19, 10 years ago, when suddenly his mother died and ever since he dedicates all his work only to her. Each Jacquemus presentation becomes a real show, in which all the details matter: location, colors, Provence ceramic decorations.

Simon faced world success in 2019 after a legendary show staged in lavande camps of Provence, that were all over social media in an instant. In the pandemic year Simon Port repeated his success but in a new

style, choosing a wheat camp in national park of Veksin for a presentation of spring-summer 2021. In color scheme of the collection white, blue and earth colors prevailed in contrast with black and clay tones, supported by ceramic dishes used for location décor. The dresses embodied the southern French light-heartedness, the wheat bunches and leafy patterns on the clothes were ideally combined with the surrounding landscape. Jacquemus called this collection "L'amour", means love - his main source of inspiration, which helps him to invent the famous Chiquito handbags, original accessories and apparel created for holidays on the Cote d'Azur.

BLUMARINE

Very popular in 1990s and 2000s Italian brand Blumarine got a second chance in 2019 when a new team of managers and creators with the leader - designer Nicola Brognano has come to rule the brand. Before that Nicola worked at Giambattista Valli and Dolce&Gabbana, started his own brand in 2015 and won in a prestigious design competition Who Is On Next. Together with a new Creative Director Blumarine has not lost it's familiar style - sexy slip dresses, corsets, tops with fur embellishment - but the brand became modern, with a touch of 2000s glamour. Nicola's debut collection honors the boudoir chique

of a historical brand. Designer has reinvented a famous cardigan with fur which was popular among 2000s celebrities from Naomi Campbell to Winona Ryder, yet presented it in a crop version and in pastel colors. Brognano included traditional savage print, intricate sandals, silk scarves worn as tops and mini-skirts of chiffon in the collection. Extra charm was added by a top stylist, modern Barbie Lotta Volkova, who worked with archives but spiced up the style with her signature rebelliousness. This season Blumarine offers a needed dose of glamour in pastel colors in combination with mink fur.



RAF SIMONS

Raf Simons has been one the most influential creators in fashion industry for the last 20 years. Since 1995 he has been the iconic designer for young generation, who rethinks and adopts pop-culture and modern art into fashionable apparel. He managed to collaborate with major fashion houses such as Jil Sander, Dior, Calvin Klein, while developing his own brand.

In the SS21 collection Raf Simons studies the young generation of the period when he was young himself. He doesn't want to stress on the designs, he rather prefers to convey his own vision of the past, future and present, using personal memories, placed in nowadays. You can find new Raf Simon's collection in BABOCHKA boutiques and on babochka.ru



THE ATTICO

Brand founders of The Attico Giorgia Tordini and Gilda Ambrosio have met around 9 years ago at the party. Then they became friends and launched an ultra-trendy bohemian brand. Both girls are familiar with fashion world since childhood, but their fashion tastes are completely different. Together they have combined minimalism of Tordini and passion for experiments of Ambrosio in a unique style of The Attico. The main inspiration of the brand is a villa on Como lake, therefore, you can find lots of décor, velvet, luxury and decadents' spirit in the collection.

Resort 21 takes you to the sun-drenched Mediterranean seashore and creates a summer party mood for which sophisticated seductive silhouettes fit seamlessly with fashionable stiff shoulders and feather trim. Celebrity fans Hailey Bieber, Rosie Huntington-Whiteley and Dakota Johnson agree that even comfort must be accompanied by luxury.

ALEXANDRE VAUTHIER

At first French designer Alexandre Vauthier planned to become a lawyer, but then he entered the oldest fashion school in France - ESMOD. After the graduation he found a job in Thierry Mugler company where he studied from the maestro from whom he borrowed the love for sculpture and architecture of the dress. Later on he worked in Jean-Paul Gauthier brand at the time when the best professionals from the leading couture fashion houses were there. In 2009 Alexandre created his own brand, starting from evening gown with accent on sexuality. In 2014 he launched a ready-to-wear line, which better suits everyday life, but keeps the iconic cuts, emphasized silhouettes of 80s in a mix with minimalism of 90s.

In the spring-summer collection designer still prefers ultra sexy dresses, shiny sequins and transparent black fabrics, adding women's tuxedos and jumpsuits, which express women's power. Alexandre admits that he loves making women beautiful and powerful, the way that they would conquer and win every man's attention.



BEST PLACES IN SAINT PETERSBURG



MANEGE EXHIBITION HALL

I see what you mean interactive exhibition by Recycle Group Summer 2021

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birchrest.com
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harvestduo.ru



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БОР 812

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carita.spb.ru
ig: houseofbeautyspb



LOBBY BAR GRAND HOTEL EUROPE

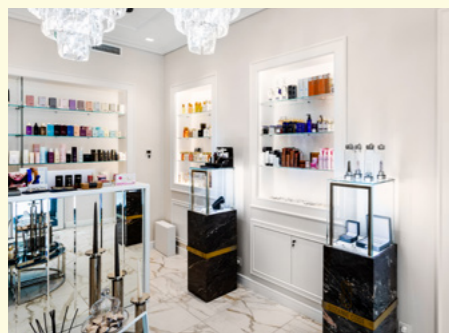
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FRANCESCO

The most famous high Italian cuisine in the city

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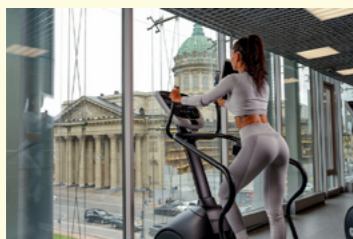
PRIVE 7
Beauty salon for the red carpet events
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 ig: prive7_spb / prive7.com



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 tartarbar.ru / ig: duoband



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 probka.org
 ig: probkafamily



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 On Kazanskaya, 3A On Makarova, 60
 Fitness with view at The New club
 Kazansky Cathedral.

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MEGUMI
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TERRASSA
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 ig: biomybio_foodlab



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 jeromeresaurant.ru / ig: jerome_restaurant



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 mariinsky.ru / ig: mariinsky



LA MAREE
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 lamaree-spb.ru



HERMITAGE MUSEUM
"Alexander Nevsky, Prince and Saint: Imagery and Symbolism" exhibition from 27th of May till 5th of September
"Arts of the Middle Ages. Masterpieces from the Galleria Nazionale dell'Umbria" exhibition from 18th of May till 15th of August
 Palace square, 2
 hermitagemuseum.org
 ig: hermitage_museum
 +7 812 710-90-79



РУССКИЙ МУЗЕЙ
"Millenials in Contemporary Russian Art" exhibition from 4th of March till 14th of June
 Marble Palace, Millionnaya str., 5/1
 +7 812 595-42-48
 rusmuseum.ru/marble-palace/
 ig: russian_museum



ROTONDA LOUNGE
Lounge in Rocco Forte Astoria Hotel to have a 5 o'clock tea with exclusive deserts
 Rocco Forte Astoria / Bolshaya Morskaya str., 39
 +7 812 494-57-57
 roccofortehotels.com/ru/hotels-and-resorts/hotel-astoria/
 ig: astoriahotel



BELLEVUE
View restaurant on top of Kempinski Moika 22 Hotel with exquisite cuisine
 Kempinski Hotel, Moika River, 22
 +7 812 33-59-111
 ig: kempinskihotelmoika22

EMPORIO ARMANI
Bolshoy prospect (P.S.), 34/36

BABOCHKA Outlet
Пулковское ш., 60 к1

A | X
ARMANI EXCHANGE
EUROPOLIS

A | X
ARMANI EXCHANGE
MEGA "Parnas"

BABOCHKA CITY MAP

BABOCHKA Outlet
Gagarinskaya, 19

BABOCHKA
Nevsky, 36



ONLINE MAP

BABOCHKA
Nevsky, 152

VALENTINO
Nevsky, 152



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EMPORIO ARMANI
Ligovsky, 30 A "GALERIA"

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Ligovsky, 30 A
"GALERIA"

BERLUTI
PARIS
Nevsky, 153

Loro Piana
Nevsky, 153

BABOCHKA
Nevsky, 153

Ermenegildo Zegna
Nevsky, 153

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ARMANI EXCHANGE
MEGA "Dybenko"



STARONEVSKY

FASHION DISTRICT

ONLINE
MAP
STARONEVSKY.COM



BABOCHKA

NEVSKY,
153

BERLUTTI



Ermenegildo Zegna

NEVSKY,
137

CORNELIANI

BABOCHKA

NEVSKY,
152

COMME des GARÇONS

NEVSKY,
115

LISECHARMEL CANALI

FENDI

BREITLING

CHANEL

NEVSKY,
113

STELLA McCARTNEY

Ω
OMEGA

LOUIS VUITTON

VALENTINO

DIOR

Salvatore Ferragamo

BVLGARI

BRUNELLO CUCINELLI

БАВОЧКА

MULTIBRANDS

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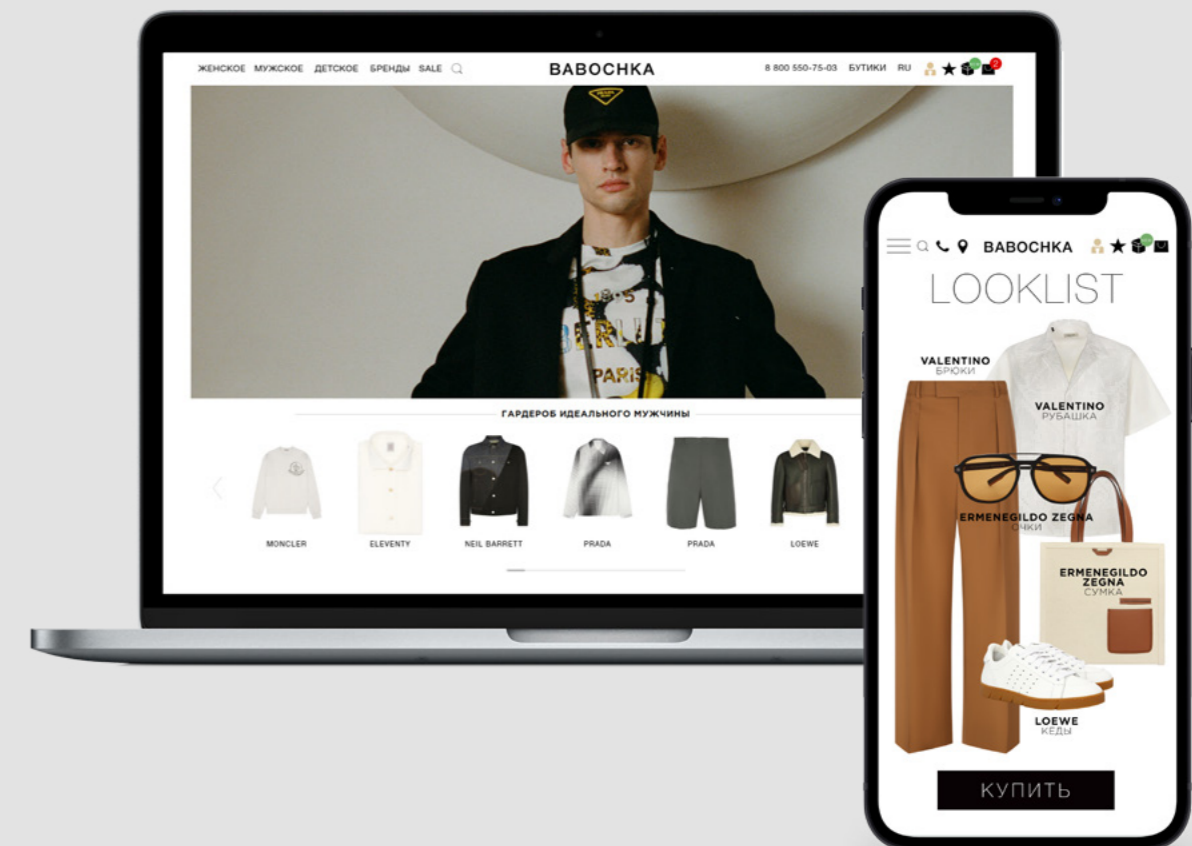


36, Nevsky pr.
11:00—22:00 | +7 812 324-32-29



2A, Nagornaya, Repino
12:00—21:00 | +7 812 940-01-81

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BABOCHKA

MONOBRANDS

Ermenegildo Zegna



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Opening hours: 11:00 — 21:00
Phone: +7 812 717-83-91

VALENTINO



152, Nevsky pr.
Opening hours: 11:00 — 21:00
Phone: +7 812 717-55-77

EMPORIO ARMANI



34/36, Bolshoy pr. P.S.
Opening hours: 11:00 — 21:00
Phone: +7 812 233-41-33



GALERIA (30A, Ligovsky pr.)
Opening hours: 10:00 — 23:00
Phone: +7 812 940-01-41



153, Nevsky pr.
Opening hours: 11:00 — 21:00
Phone: +7 812 717-09-94

STELLA MCCARTNEY



152, Nevsky pr.
Opening hours: 11:00 — 21:00
Phone: +7 812 717-37-77



ARMANI EXCHANGE



MEGA Dybenko
Opening hours: 10:00 — 22:00
Phone: +7 812 577-11-00



GALERIA (30A, Ligovsky pr.)
Opening hours: 10:00 — 23:00
Phone: +7 812 577-11-00

BERLUTI



153, Nevsky pr.
Opening hours: 11:00 — 21:00
Phone: +7 812 717-70-99

MARNI



152, Nevsky pr.
Opening hours: 11:00 — 21:00
Phone: +7 812 717-37-77



MEGA Parnas
Opening hours: 10:00 — 22:00
Phone: +7 812 577-11-00



EUROPOLIS (84, Polustrovsky pr.)
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ПОШИВ НА ЗАКАЗ

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ВЫ МОЖЕТЕ УЗНАТЬ В НАШИХ БУТИКАХ И НА
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