



Pepe Jeans
LONDON

MIDO 2018

AGENDA

BRAND

BRAND CAMPAIGN

BRAND NEWS

EYEWEAR SUPPORT

EYEWEAR COLLECTION



BRAND





BRAND:

ABOUT THE BRAND

Pepe Jeans started on London's Portobello Market in **1973**

The high focus for the brand is **Denim**

Pepe Jeans **portfolio** counts on: Denim, Apparel, Footwear, Underwear, Luggage, Accessories & Sunglasses

Mid-Tier pricing within the different collections offered

Stores and corners located in **key strategic city's** globally

Strong in communication: Pepe always works with innovative creatives and emerging models. Kate Moss, Cristiano Ronaldo, Sienna Miller, Laeticia Casta, Fernando Torres, Ashton Kutcher all have all featured in worldwide campaigns.



BRAND:

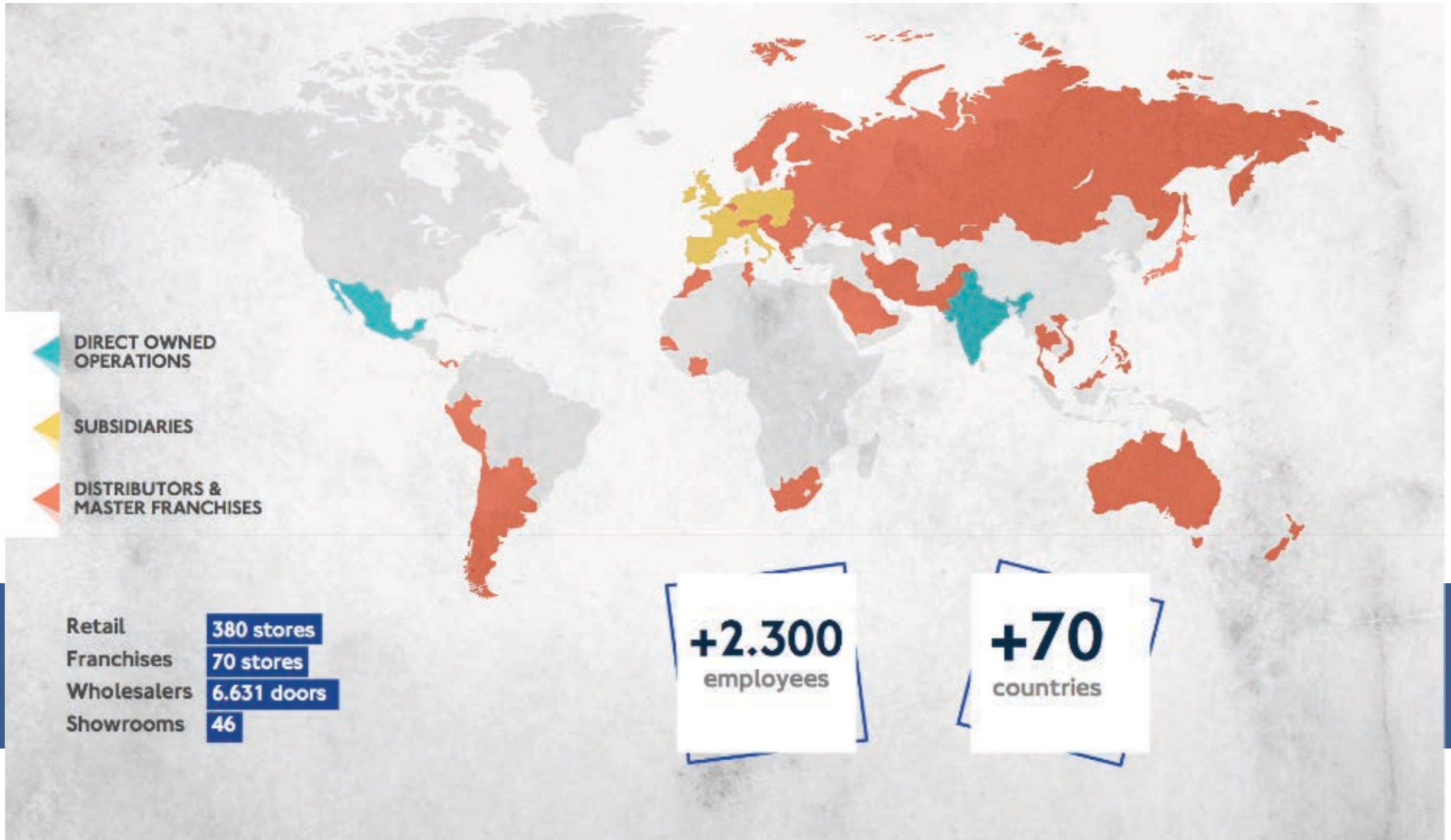
BRAND DNA



BRAND:

BRAND

DISTRIBUTION



BRAND CAMPAIGN



BRAND CAMPAIGN:

PEPE JEANS

SS2018 CAMPAIGN

Pepe Jeans
LONDON

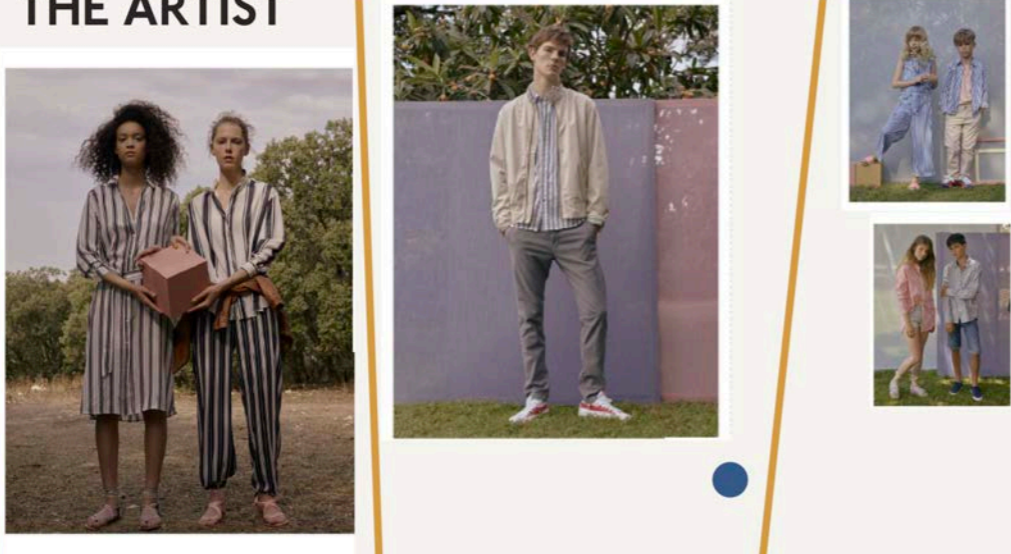


BRAND CAMPAIGN:

NEW PRODUCT STORIES TO
BE LAUNCHED DURING SS18

THE ARTIST


PRODUCT HEROES



A collage of images for 'THE ARTIST' featuring models in striped outfits, a man in a light jacket, and smaller images of models in various settings.

THE STUDIO

PRODUCT HEROES



A collage of images for 'THE STUDIO' featuring models in various outfits, a man in a striped shirt, and smaller images of models in various settings.

THE PERFORMANCE

PRODUCT HEROES



A collage of images for 'THE PERFORMANCE' featuring models in various outfits, a man in a red jacket, and smaller images of models in various settings.

THE EXHIBITION

PRODUCT HEROES



A collage of images for 'THE EXHIBITION' featuring models in various outfits, a man in a yellow jacket, and smaller images of models in various settings.



BRAND NEWS



BRAND NEWS:

PEPE @ PITTI UOMO 2018



Pepe Jeans London makes a comeback to Florence to Pitti Immagine Uomo, the world's most important platform for men's clothing and accessory collections.

A special occasion for Pepe Jeans London to launch a revolutionary process of ecological development. The brand has realised the importance of the sustainability of the production process, acknowledging "eco-awareness" and focusing all its efforts on ecology to achieve an increasingly "greener" future for denim.



BRAND NEWS:

PEPE JEANS

BY BEA DEZA

Pepe Jeans
LONDON



The collaboration between Pepe and Bea Deza is going to renew by a new eye-catching capsule collection.

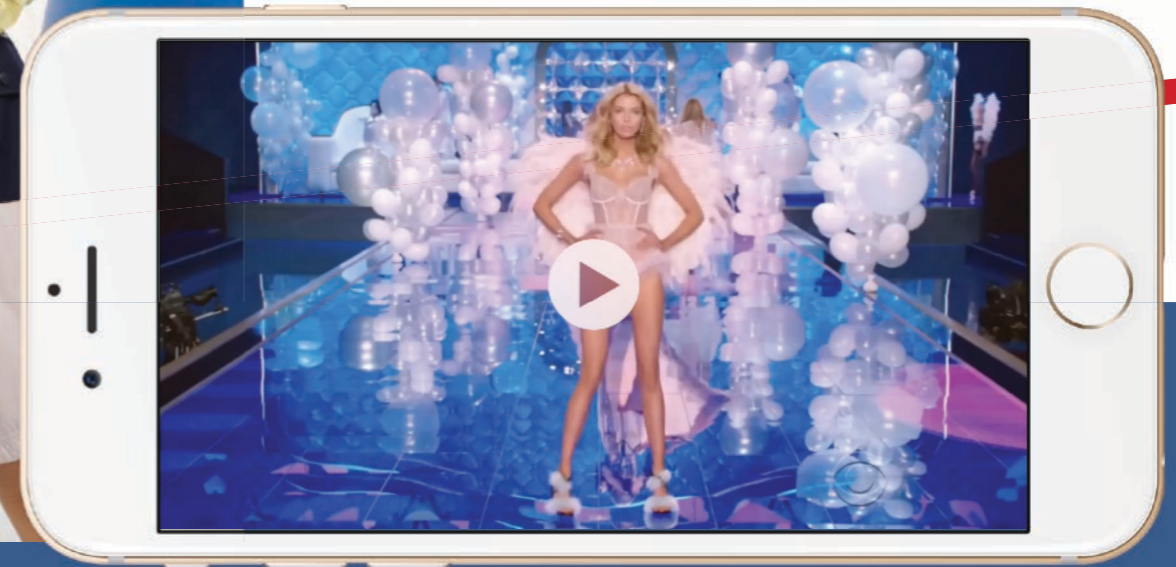
Designed by the super talented Bea Deza (she founded Sister Jane), the collection is a homage to Notting Hill – the birthplace of Pepe Jeans and where Deza drew inspiration for this range.



BRAND NEWS:

STELLA MAXWELL
FOR PEPE JEANS

Stella Maxwell, fashion model and social media super star with more than 3,5M followers on instagram, will be the protagonist of the new SS18 Pepe Jeans campaign.



BRAND NEWS:

LET'S CELEBRATE THE 45TH ANNIVERSARY OF PEPE JEANS

Pepe Jeans
LONDON



LIMITED EDITION T-SHIRTS WITH ICONIC AND HERITAGE PEPE PRINT IN ORDER TO CELEBRATE THE 45TH ANNIVERSARY

The anniversary will be communicated by the end of March through newsletters, social & online media, blogger and Influencers.



EYEWEAR SUPPORT



EYEWEAR SUPPORT:





PEPE EYEWEAR


CAMPAIGN SS18


Pepe Jeans
LONDON



Pepe Jeans
LONDON

 A4 OPTICAL SHOWCARD £1.10 / €1.32 / \$1.59 IN STOCK PJSCV1SS18	 A4 SUN SHOWCARD £1.10 / €1.32 / \$1.59 IN STOCK PJSCV2SS18	 DOUBLE SIDED OPTICAL BANNER A1 £8.34 / €10.00 / \$12.00 IN STOCK PJWBV1SS18	 DOUBLE SIDED SUN BANNER A1 £8.34 / €10.00 / \$12.00 IN STOCK PJWBV2SS18
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JACK IN THE BOX
£22.08 / €26.50 / \$31.80
IN STOCK
PJDS16089775C1


LOGO BLOCK ONLY
£3.30 / €4.00 / \$4.80
IN STOCK
PJLB16100037C1

CAMPAIGN FRAMES
OPTICAL
MEN'S OPTICAL - IIAN PJ3316 C1
WOMEN'S - MARGE PJ3320 C4

SUN
MEN'S SUN - BRIGGS PJ5132 C3
WOMEN'S SUN - FINNA PJ5134 C2



EYEWEAR SUPPORT:

PEPE EYEWEAR

CAMPAIGN SS18

Pepe Jeans
LONDON



Pepe Jeans
LONDON



KIDS A4 OPT SHOWCARD
£1.10 / €1.32 / \$1.59
IN STOCK
PJSCV1SS18



KIDS A4 OPT SHOWCARD
£1.10 / €1.32 / \$1.59
IN STOCK
PJSCV2SS18



DOUBLE SIDED
OPTICAL BANNER A1
£8.34 / €10.00 / \$12.00
IN STOCK
PJWBV1SS18



KIDS DOUBLE SIDED
SUN BANNER A1
£8.34 / €10.00 / \$12.00
IN STOCK
PJWBV2SS18

CAMPAIGN FRAMES

KID'S OPTICAL

MALE - ARLO PJ4045 BRN
FEMALE - PATSY PJ4047 PUR

KID'S SUN

MALE - FINIEY PJ8045 C4
FEMALE - CLIFF PJ8044 C3



EYEWEAR SUPPORT:

STILL LIFE

BE
BOLD



STAY
TRUE



YOU
ME



EYEWEAR COLLECTIONS



WOMEN'S OPTICAL
AUGUST 2018



EYEWEAR COLLECTION:

INSPIRATION

BACK TO THE FUTURE

RETRO GRAPHIC PRINTS
ARE PLAYFULLY COMBINED
WITH POPS OF COLOUR ON
MODERN SHAPES



Pepe Jeans'

Style Signature

BEVELLED TEMPLES



Bright pop colour interior exposed through soft temple contouring adding an element of fun

LAMINATED TEMPLES



Tonal lamination on temples with bright crystal flecked patterned acetate tips

PRINTED PASTEL STRIPES



Light, fresh pastel colour blocked printed stripes on temples linked to PJ brand DNA

FEMININE SHAPES



Cat-eye and butterfly shapes for a very feminine and fashionable kind of customer

ICONIC RIVETS



Temple tip branding inspired by iconic denim rivets. Strong link between eyewear and PJ core collection

Pepe Jeans'

Style Signature

BEVELLED TEMPLES



Bright pop colour interior exposed through soft temple contouring adding an element of fun

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LAMINATED TEMPLES



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FEMININE SHAPES



Cat-eye and butterfly shapes for a very feminine and fashionable kind of customer

Pepe Jeans'

Style Signature

ICONIC RIVETS



Temple tip branding inspired by iconic denim rivets

WOMEN S OVERVIEW 4 MODELS 3 4 COLOURS 13 SKUS



PDM011290



PDM011291



PDM011293



PJ1255 (PDM009732)

POP
COLOUR





CODE PDM011290 SIZE 53-15-140 B 40 COLOUR BUR



CODE PDM011290 SIZE 53-15-140 B 40 COLOUR BUR



CODE PDM011290 SIZE 53-15-140 B 40 COLOUR BUR



BLK



BUR



NVY

CODE PDM011290 SIZE 53-15-140 B 40



CODE PDM011293 **SIZE** 53-17-140 **B** 45 **COLOUR** RED



CODE PDM011293 SIZE 53-17-140 B 45 COLOUR RED



BLK



NVY



PUR



RED

CODE PDM011295 SIZE 50-17-135 B 38



CLASSIC



CODE PDM011291 SIZE 52-17-135 B 39 COLOUR PET



CODE PDM011291 SIZE 52-17-135 B 39 COLOUR PET



BLK



BRN



PET

CODE PDM011291 SIZE 52-17-135 B 39

PDM009732



CODE PJ1255 SIZE 52-15-140 B 37 COLOUR PUR

PDM009732



CODE PJ1255 SIZE 52-15-140 B 37 COLOUR PUR

PDM009732



PUR



NVY



BLK

CODE PJ1255 SIZE 52-15-140 B 37

MEN'S OPTICAL
AUGUST 2018



EYEWEAR SUPPORT:

INSPIRATION

REFINED STREET

DENIM STREETSTYLE IS INJECTED WITH POPS OF COLOUR OR PERFECTLY CONTRASTED WHEN STYLED WITH RETRO SHAPES IN REFINED MATERIALS



Pepe Jeans' Style Signature

SOFT TOUCH



Tactile matte aesthetic from soft touch metal colour block temple detail

SPLASH OF COLOUR



Multilayer laminated acetate. The first layer is milled away to show the second colour.

BOLD COLOURATION



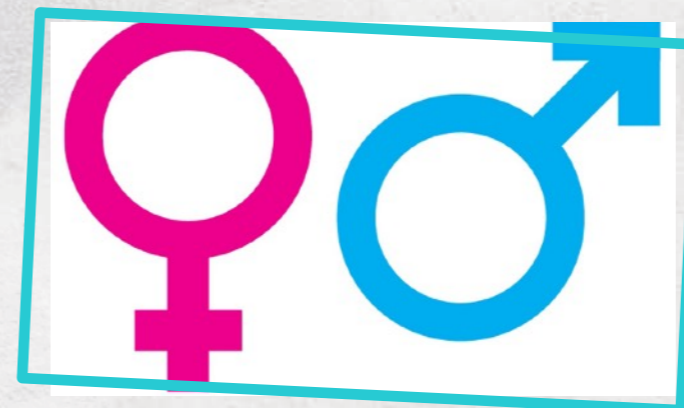
With a bold palettes in contrasting colours and finishes

AVIATOR STYLE



Unisex vintage style in line fashion trends

UNISEX STYLES



Styles are completely suitable also for women

Pepe Jeans'

Style Signature

SOFT TOUCH



Tactile matte aesthetic from soft touch metal
colour block temple detail

Pepe Jeans'

Style Signature

SPLASH OF COLOUR



Multilayer laminated acetate.
The first layer is milled away to show the
second colour.

Pepe Jeans'

Style Signature

BOLD COLOURATION



With a bold palettes in contrasting colours
and finishes

Pepe Jeans'

Style Signature

AVIATOR STYLE

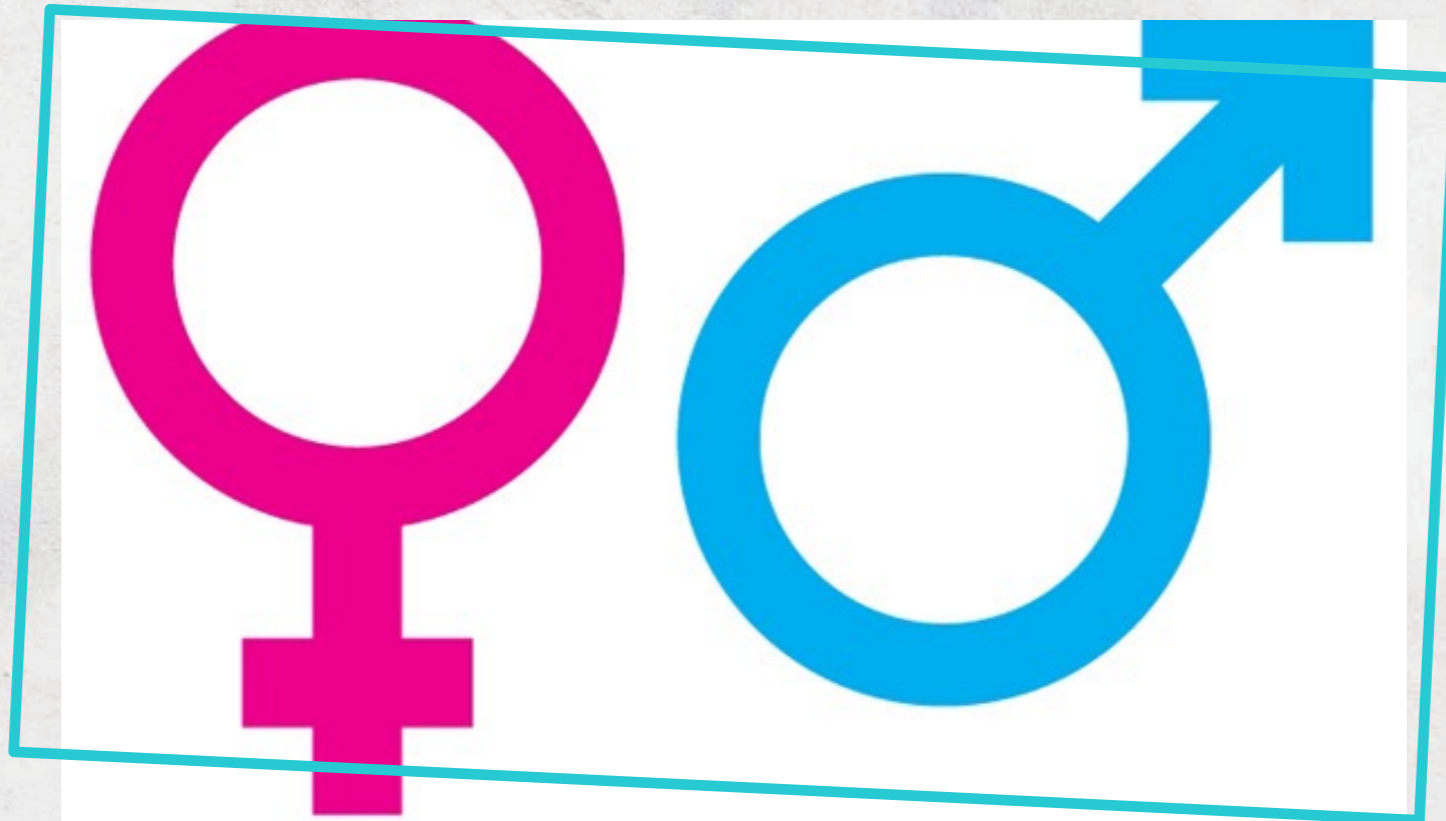


Unisex vintage style in line fashion trends

Pepe Jeans'

Style Signature

UNISEX STYLES



Styles are completely suitable also for women

MEN S OVERVIEW 5 MODELS 3 4 COLOURS 16 SKUS



PDM011270



PDM011272



PDM011274



PDM011280



PDM011281

A man with dark, wavy hair and a serious expression stands with his arms crossed. He is wearing a blue and white vertically striped long-sleeved shirt, a matching striped cardigan tied around his waist, and green cargo pants. He is positioned in front of a large, vibrant abstract painting on the left, which features splatters and streaks of red, yellow, blue, and white. To his right is a white plastic sheet with several pieces of red and white 'FRAGILE' tape. The overall scene suggests an artistic or creative environment.

POP COLOUR



CODE PDM011280 SIZE 55-16-145 B 40 COLOUR BLK/RED



CODE PDM011280 SIZE 55-16-145 B 40 COLOUR BLK/RED



BLK/RED



BLK/BRN



GRN/BLU

CODE PDM011280 SIZE 55-16-145 B 40



CODE PDM011272 SIZE 49-20-145 B 43 COLOUR BLK



CODE PDM011272 SIZE 49-20-145 B 43 COLOUR BLK



BLK



GRY



TORÂÇ

CODE PDM011272 SIZE 49-20-145 B 43

TEXTURE





CODE PDM011270 SIZE 53-16-140 B 47 COLOUR BRN/GLD



CODE PDM011270 SIZE 53-16-140 B 47 COLOUR BRN/GLD

BLK/GUN



BLK/GUN



NVY/GUN



BRN/GLD

CODE PDM011270 SIZE 53-16-140 B 47



CODE PDM011274 **SIZE** 49-18-145 **B** 42 **COLOUR** KHA



CODE PDM011274 SIZE 49-18-145 B 42 COLOUR KHA



BLK



BLU



KHA



BRN

TO SWAP THE CAMOUFLAGE PATTERN ON THE TEMPLES AND REVERSE.

CODE PDM011274 SIZE 49-18-145 B 42



PEPE

CLASSIC

PDM011281



CODE PDM011281 **SIZE** 52-16-145 **B** 42 **COLOUR** BLU

PDM011281



CODE PDM011281 SIZE 52-16-145 B 42 COLOUR BLU



BLK



TOR



BLU

CODE PDM011281 SIZE 52-16-145 B 42

THANK

YOU

EYEWEAR BY

Pepe Jeans®

LONDON