Pepe Jeans LONDON



Iconic Campaigns







AW 1992

Bridget Hall

AW 1993

Jason Priestley

AW 2006

Sienna Miller

Ashton Kutcher





AW10

Alexa Chung



SS 2012

Eddie Campbell



AW 2013

Cara Delevigne

SS 2017

Giorgia May Jagger

In store New concept store

Designed by the renowned Martin Brudnizki Design Studio.

Pepe Jeans launches a new store concept that will set the standard for future Pepe Jeans retail outlets to come.













COSMOPOLITAN - INDIA



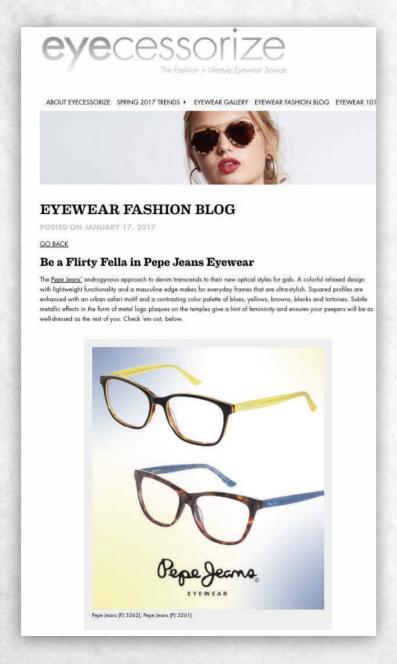


SHORTLIST - UK





EYECESSORIZE



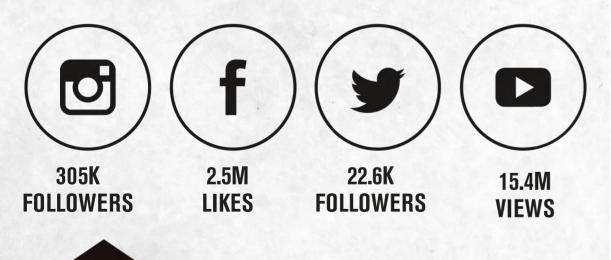




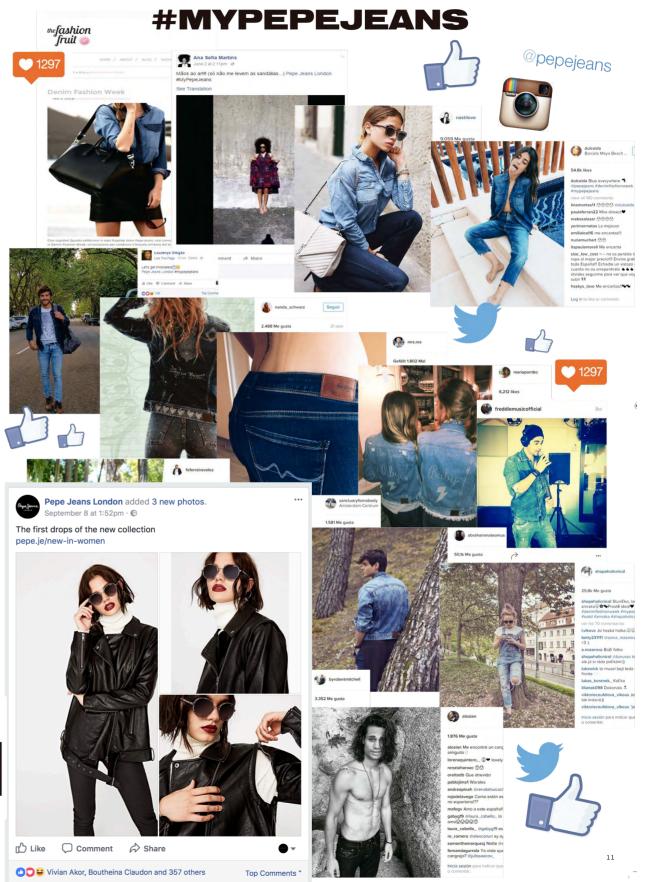
Social Media

Social Networks

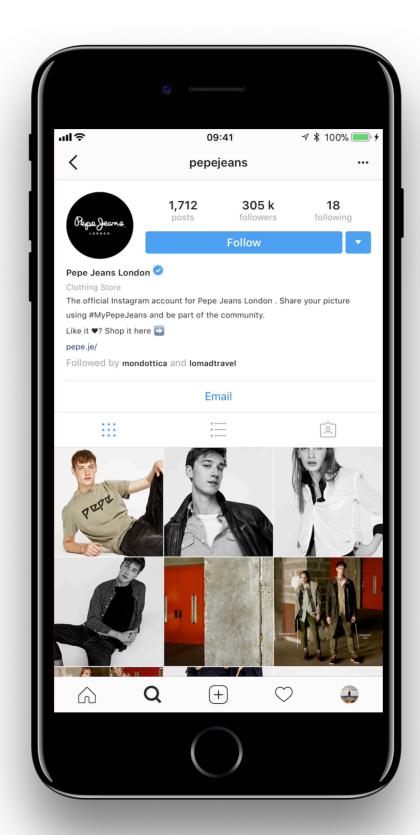
Main active social networks with Pepe Jeans official accounts:







INSTAGRAM 305K FOLLOWERS





















AW17 Collection











AW17 EYEWEAR CAMPAIGN Pepe Jeans.











INSPIRATION

BACK TO THE FUTURE

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

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

TEXTURED FINISHES



Vintage silhouettes in two tone finishes featuring matte flat sheet and a metal rimwire

ICONIC RIVETS



Temple tip branding inspired by iconic denim rivets

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WOMEN'S OPTICAL JAN 2018 OVERVIEW 6 MODELS 3-4 COLOURS 23 SKUS



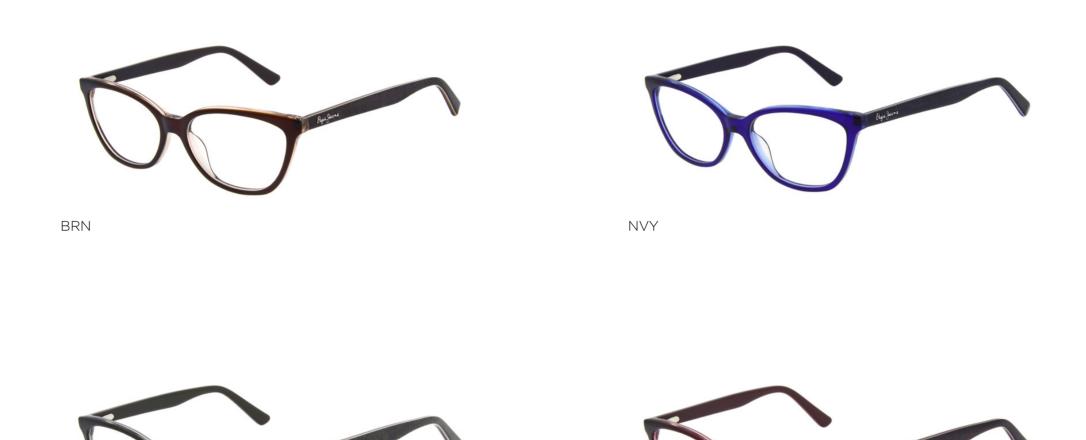








GRY



BUR















































BUR/GLD











TOR

BLK





PNK



WOMEN'S OPTICAL APR 2018 OVERVIEW 2 MODELS 3-4 COLOURS 7 SKUS









PDM011297











PUR



BLK









TOR

NVY

BLK



PNK





REFINED STREET

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



SOFT TOUCH



Tactile matte aesthetic from soft touch metal colour block temple detail

SIGNATURE DENIM



Denim laminated into handmade acetate temples

BOLD COLOURATION



With a bold palettes in contrasting colours and finishes

TEXTURED FINISHES



Vintage silhouettes in two tone finishes featuring matte a painted rimwire

ICONIC RIVETS



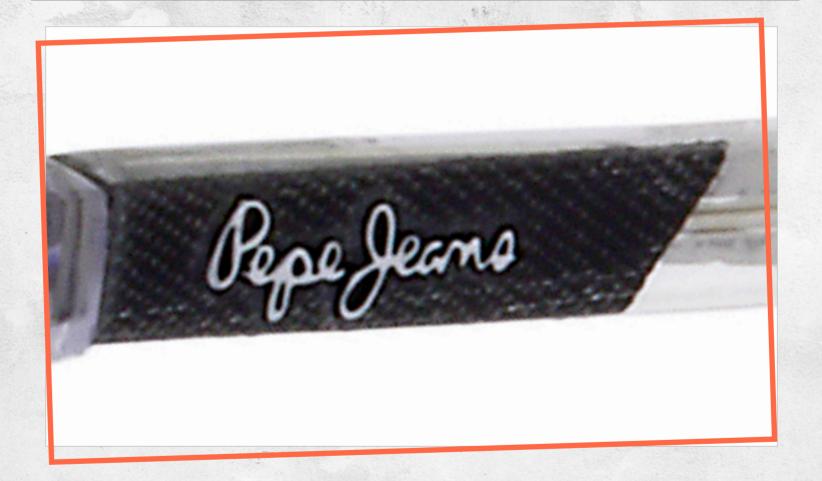
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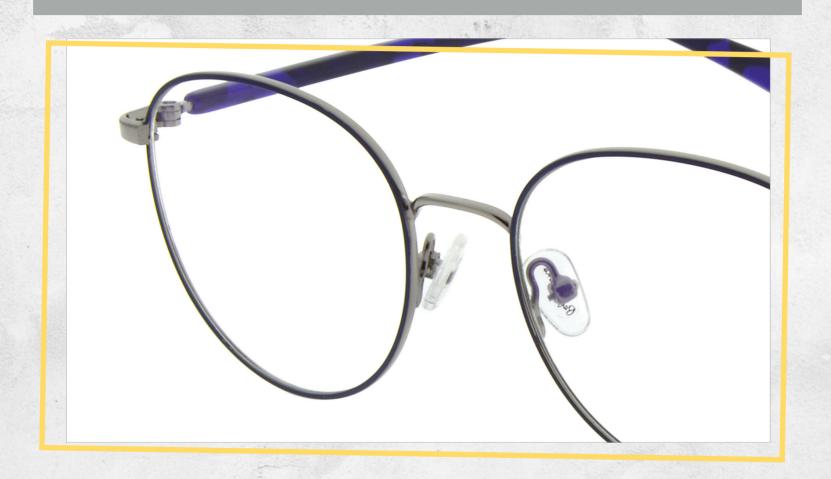
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MEN'S OPTICAL JAN 2018 OVERVIEW 6 MODELS 3-4 COLOURS 23 SKUS

















AMENDS CHANGE TO DARK PAINTED BROWN FRONT

























































MEN'S OPTICAL APRIL 2018 OVERVIEW 2 MODELS 3-4 COLOURS 7 SKUS









PDM011283

















BRN

AMENDS CHANGE TO DARK PAINTED BROWN FRONT







KID'S OPTICAL APRIL 2018 OVERVIEW 6 MODELS 3 COLOURS 18 SKUS

























































