

Pepe Jeans®
LONDON



ETTORE PISANO

MIDO

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Pepe Jeans®
LONDON

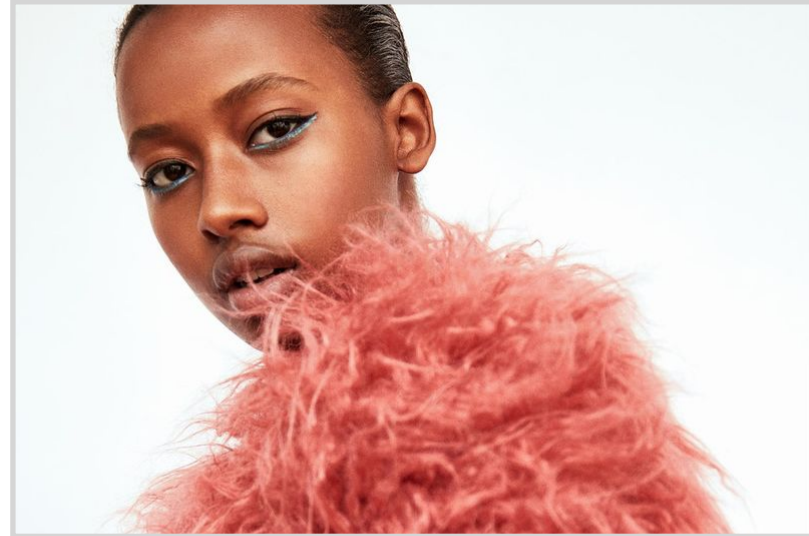
HIGHLIGHTS
2018

BRAND

DENIM



TRENDY



FUN



LIFESTYLE



FRAGRANCES



WOMENSWEAR



MENSWEAR



UNDERWEAR



JUNIOR



ACCESSORIES



SHOES



LUGGAGE



MUST KNOWS

- The brand was born in **PORTOBELLO**, London in 1973 when Nitin Shah, along with his two brothers Arun and Milan, began selling jeans from there at the weekends.
- The brand is part of the **Pepe Jeans Group** that includes also Hackett, Faconnable and Norton Clothing.
- PJ has an **IMPRESSIVE PRESENCE** around the world.
- Over the years the brand has chosen to **work with innovative creatives and emerging personalities** such as a young Kate Moss in the early 90s and Cristiano Ronaldo in 2005.



DUA LIPA COLLABORATION

Dua Lipa, English singer, songwriter, and model will be the **next face of Pepe Jeans from 2019 for 5 campaigns.**

The single "One Kiss" by Dua Lipa and the DJ and producers Calvin Harris reached number one in the most important charts all over the world in 2018. She won 2 GRAMMYs, one as Best New Artist in February 2019.

Dua Lipa is also social media super star with **more than 27M followers on Instagram.**



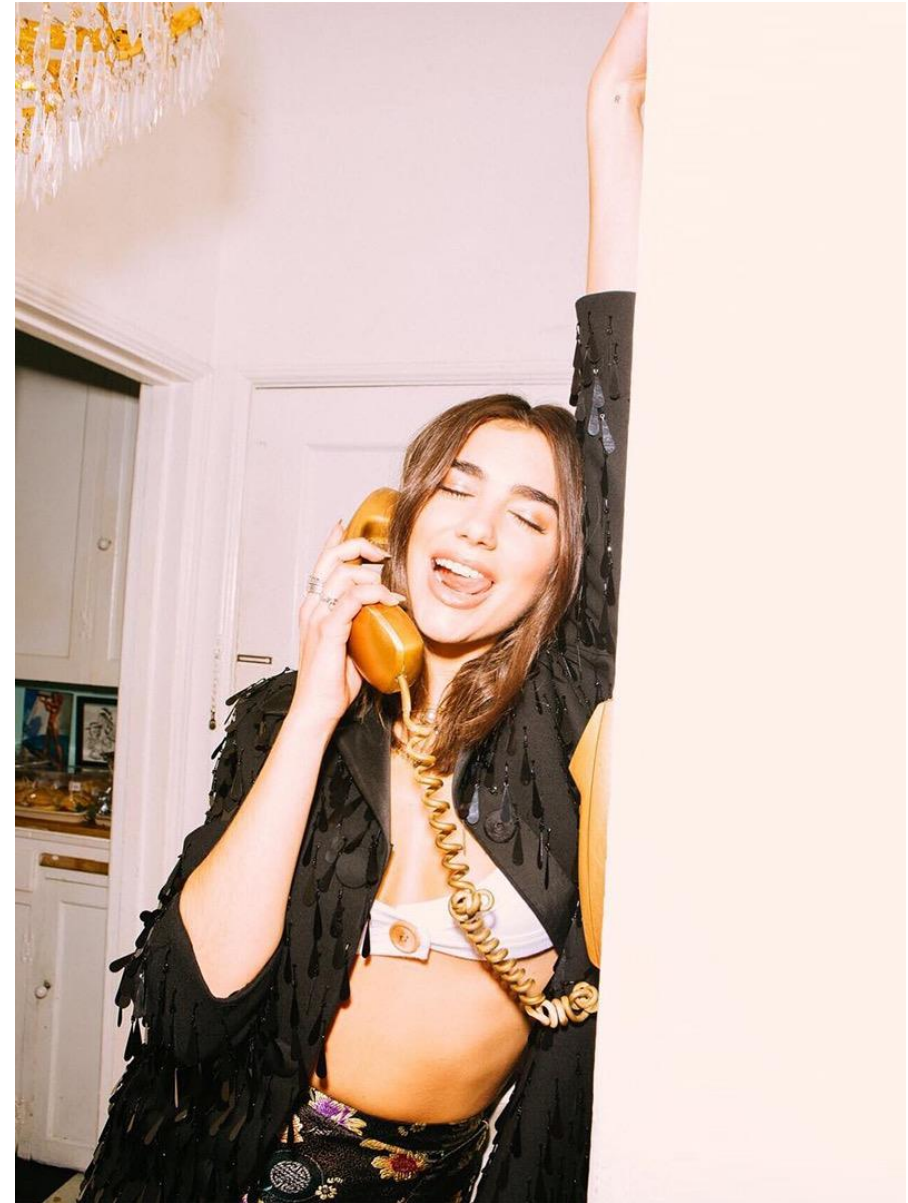
THE MISSION of this collaboration is to revamp the Pepe Jeans Brand image and positioning.

This will bring younger consumers into the brand, re-energize existing and inspire mature ones.



WHY DUA LIPA?

- Born and raised in **London**
- Between music, social media presence and fashion she is **one of the most in demand females globally.**
- The **hottest rising star** of the moment.
- **Influence** and **social engagement** is amongst the highest in the world.
- **Unique sense of style** has made her the Fashion Icon of the younger generations.
- **Strong principals:** prefers to work with brands with strong standards and champions **sustainability** and **diversity** in all forms.

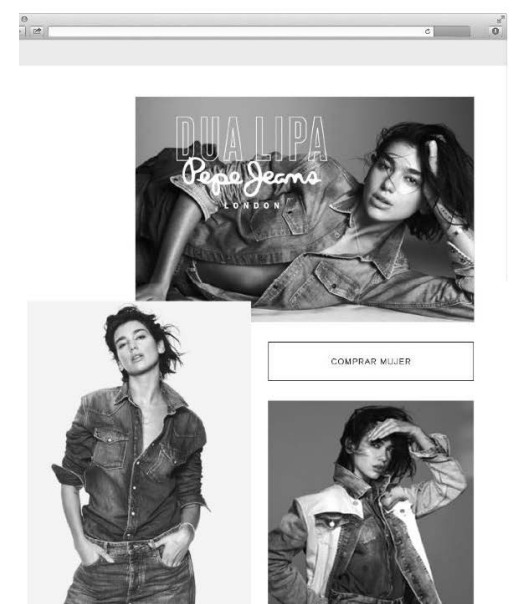


DUA LIPA CAMPAIGN

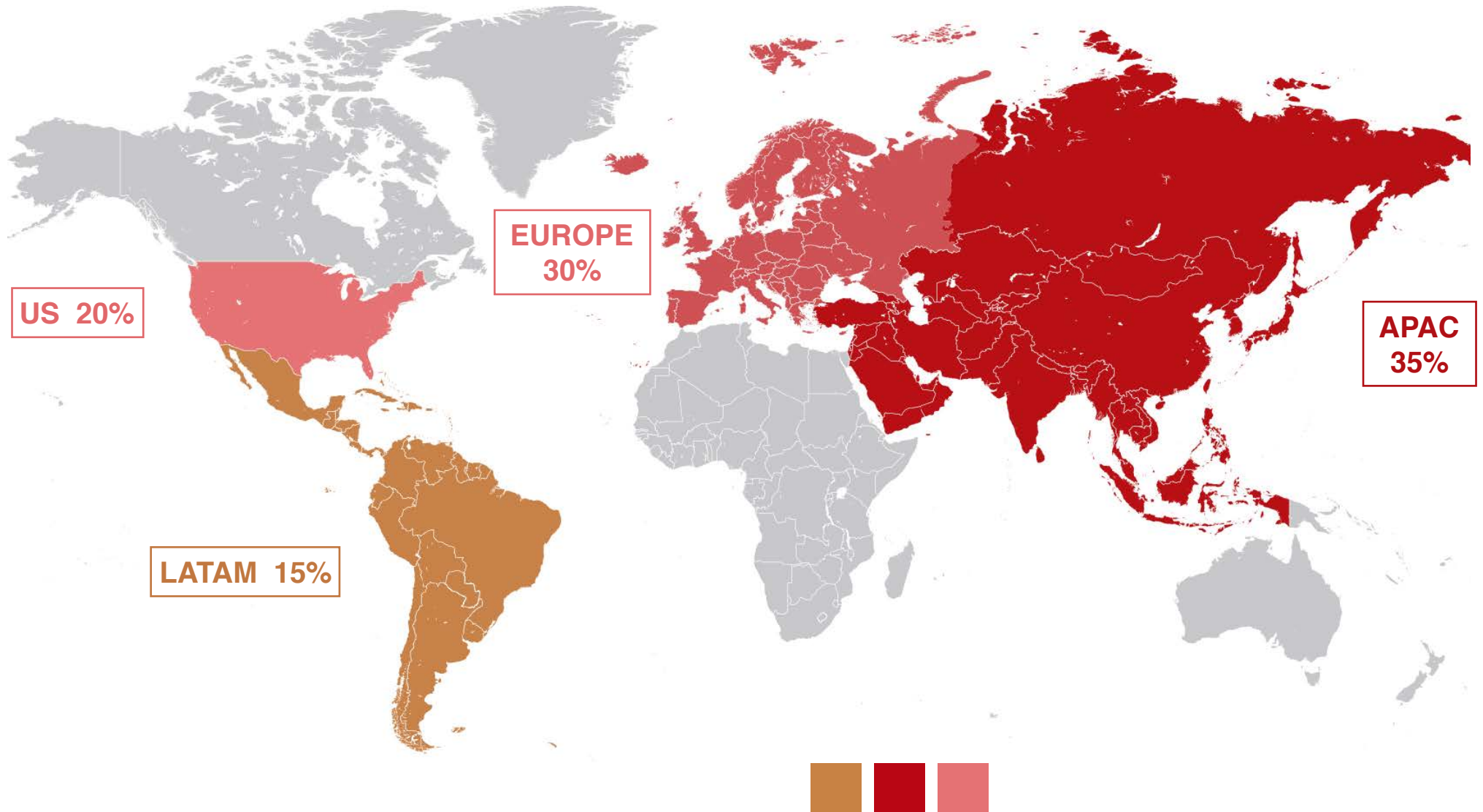
High impact OOH campaigns at the key moments of the year to maximise brand exposure and delivering traffic to the points of sale.

Focus on the **Social Media** channels where Dua Lipa is especially strong.

Pepe Jeans
LONDON



DUA LIPA AUDIENCE BY GEOGRAPHY



LAUNCH OF THE FRAGRANCE

Countries where PJ already launched the fragrance:

- BRASIL
- CHILE
- URUGUAY
- PARAGUAY
- ITALY
- UK
- CZECH REP.
- POLONIA
- SLOVENIA
- HUNGARY
- ROMANIA
- BULGARIA
- SERBIA



LAUNCH OF THE FRAGRANCE

Countries where PJ will launch the fragrance in 2019:

- FRANCE 40 doors (Nocibe')
- BELGIUM 90 doors (Planet Parfum, Galeria Inno)
- TUNISIA 40 doors (Point M, Fatales)
- BRAZIL 120 doors (Sephora, Renner)
- NETHERLANDS 170 doors (ICI Paris XL, Hudson Bay, Bijenkof)
- INDONESIA 150 doors (Fleur Bleue, Standalone Perfumeries, Lifestyle & Celebrities)
- MEXICO 425 doors (Suburbia, Liverpool, Sears, Sanborns)

The marketing tools used will be: POS and Window Decorations, Trade & Social Media coverage, Events sponsoring, GWP & Gifts.



THE NEW FRAGRANCES

#LIFEISNOW

LAUNCH OF THE FRAGRANCE

Further new countries for 2019 under negotiation:

- ARGENTINA
- COLOMBIA
- POLAND
- RUSSIA
- UK
- IRAN
- ISRAEL
- UAE
- PAKISTAN
- TURKEY
- TAIWAN
- PHILIPPINES



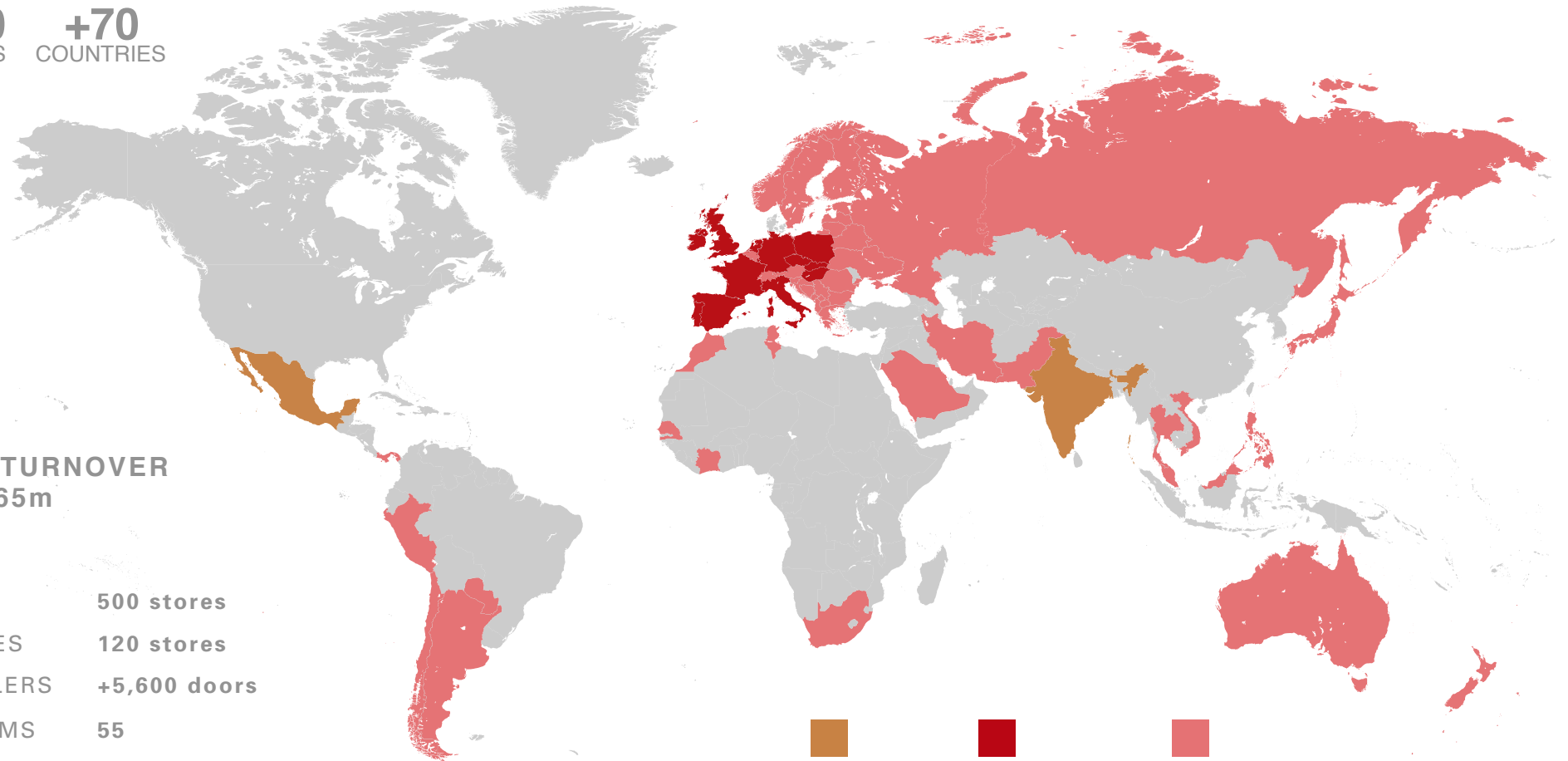
PEPE JEANS GLOBAL PRESENCE

+2,300
EMPLOYEES

+70
COUNTRIES

GLOBAL TURNOVER
2017: €565m

RETAIL	500 stores
FRANCHISES	120 stores
WHOLESALE	+5,600 doors
SHOWROOMS	55
DISTRIBUTORS	45




DIRECT
OWNED
OPERATIONS


SUBSIDIARIES


DISTRIBUTORS &
MASTER
FRANCHISES

MARKETING BRAND CAMPAIGN









EYEWEAR

EYEWEAR BRAND ESSENCE

In line with Pepe Jeans passion for flawless functional design and modern finishes, the eyewear collection reflects the dynamic playfulness and contemporary cool of today's modern trailblazer.

Fusing signature styles with fashionable shapes and ultralight technology, this range reinvents the profile of trend-setting coolness.





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SS19 PEPE JEANS EYEWEAR CAMPAIGN

ADULTS



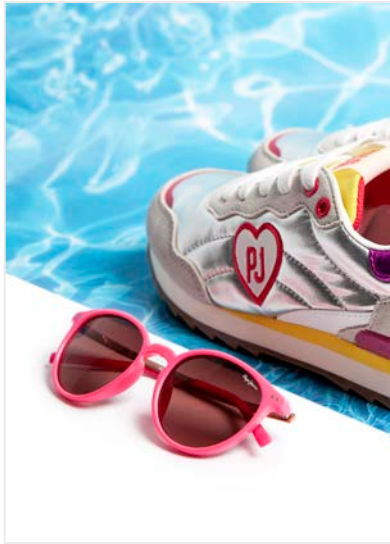
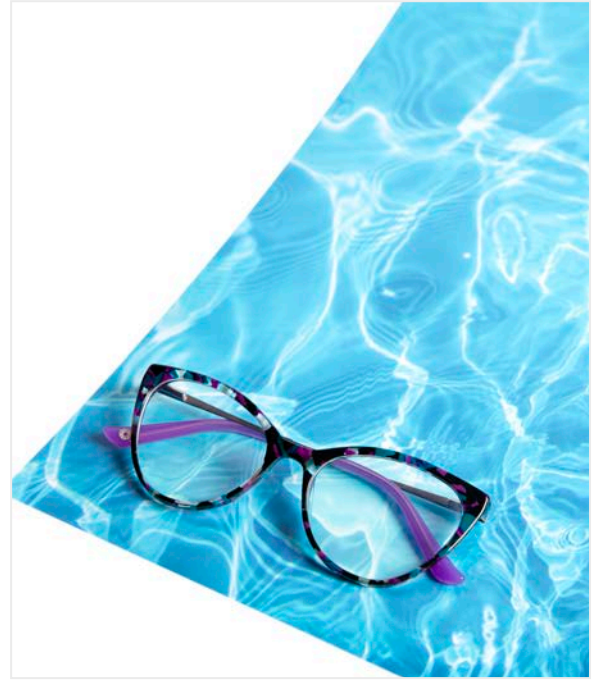
SS19 PEPE JEANS EYEWEAR CAMPAIGN

KIDS









EYEWEAR POS



AUG 19
COLLECTION

PRICE MAP

Woman's
50%



PJ3373



PJ1303



PJ3375



PJ1308

Men's
50%



PJ3374



PJ1305



PJ3376



PJ1304

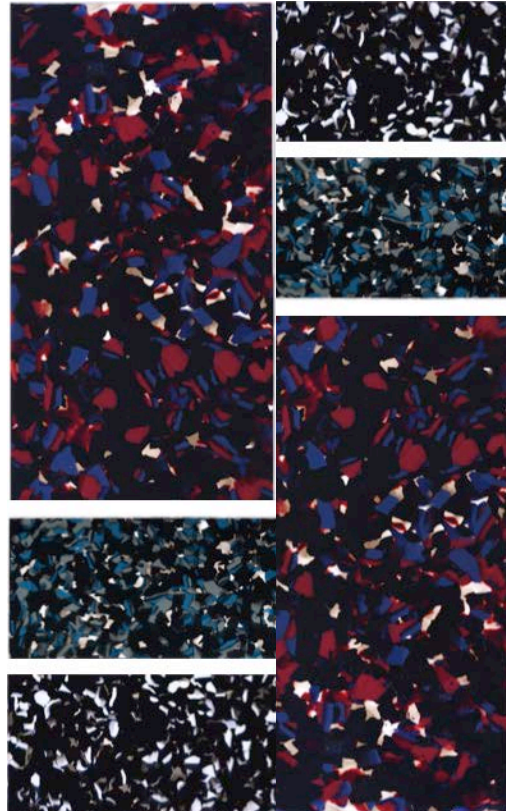
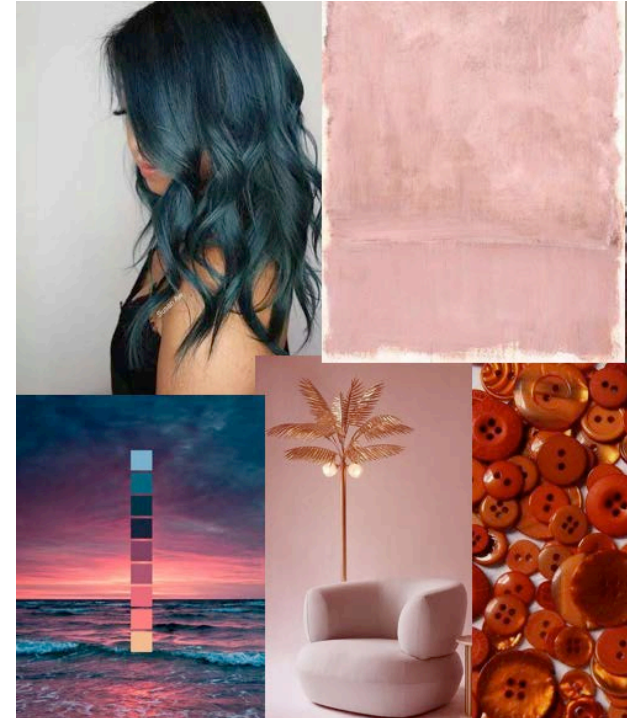
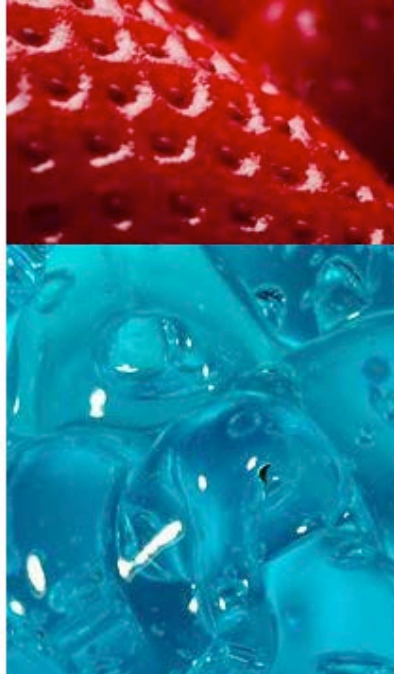
ENTRY

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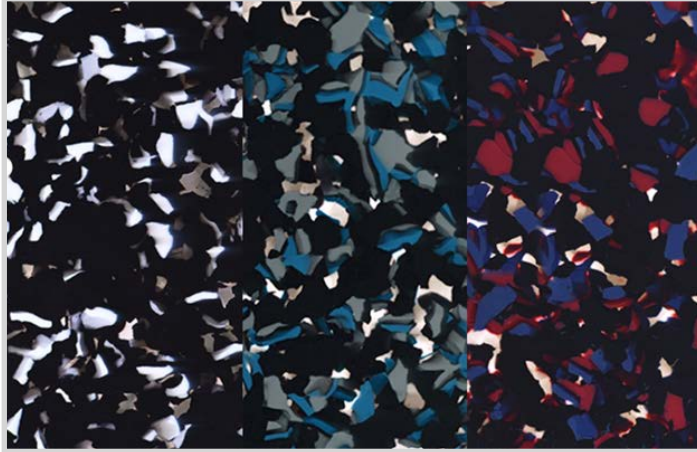
HIGH-END

WOMEN'S COLLECTION

AUG19 OPTICAL



NEW CAMO EFFECT



NEW ENTRY PRICE RANGE



STRONG LINK WITH THE BRAND



NEW SUPER SLIM CONCEPT



WOMAN'S COLLECTION

Acetate
50%



PJ3373



PJ3375

Metal
50%



PJ1303



PJ1308

COLOUR POP

DENIM

SUPER SLIME

ABSTRACT CAMU

OVERVIEW 4 MODELS 3-4 COLOURS 15 SKUS



PJ1303 (PDM012903)



PJ1308 (PDM012902)



PJ3373 (PDM012893)



PJ3375 (PDM012895)

AUG 19 OPTICAL

CODE PJ1308

SIZE 51/15-135 B 36.8

Pepe Jeans
LONDON

C3 Red

FRAME DESCRIPTION

Model No.	PJ1308
Model Name	Cora
PDM No.	PDM012902
Gender	Women
Frame Description	Stainless Steel Optical Frame Full Rim
Colour Code	C3
Colour Description	Red
Logo Style	Pad Print
Rx-Able	Y
Type of Glazing	V-groove
Nose Pad Type	push in
Adjustable Core Wire	Y

DIMENSIONS

Size.	51/15-135
B Dimension	36.8
ED	56.4
Screw to Screw	125.5
Mid to Mid	129
Tip to Tip	96

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	N/A
Lens Base	4
Front Material & Finish	Matte Stainless Steel
Temple Material & Finish	Matte Stainless Steel

MOQ300 pcs per model; 100
pcs per color

AUG 19 OPTICAL

CODE PJ1308

SIZE 51/15-135 B 36.8

Pepe Jeans
LONDON

ABSTRACT CAMU



C3 Red



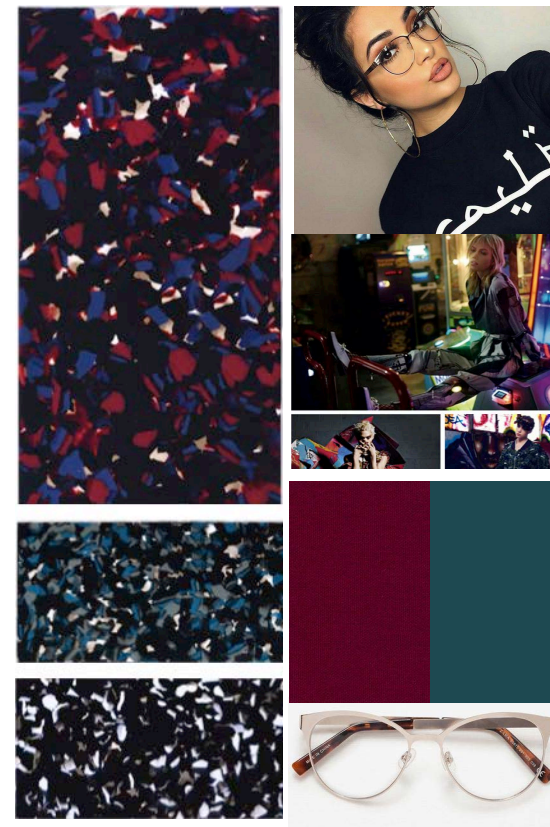
C1 Black



C2 Brown



C4 Blue



New camouflage concept
The shapes are very feminine and trendy
Super light product

AUG 19 OPTICAL

CODE PJ3373

SIZE 54/14-140 B 40.1




C2 Brown Blue

FRAME DESCRIPTION

Model No.	PJ3373
Model Name	Layla
PDM No.	PDM012893
Gender	Women
Frame Description	Acetate Optical Frame Full Rim
Colour Code	C2
Colour Description	Brown Blue
Logo Style	Metal logo
Rx-Able	Y
Type of Glazing	V-groove
Nose Pad Type	Acetate lamination
Adjustable Core Wire	Y
Hinge Type	Spring hinge

DIMENSIONS

Size.	54/14-140
B Dimension	40.1
ED	60.2
Screw to Screw	125
Mid to Mid	130
Tip to Tip	98

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	N/A
Lens Base	4
Front Material & Finish	Gloss Acetate
Temple Material & Finish	Gloss Acetate

MOQ

600 pcs per model; 200 pcs per color

AUG 19 OPTICAL

CODE PJ3373

SIZE 54/14-140 B 40.1

PRESS PIECE

Pepe Jeans
LONDON

COLOUR POP



C2 Brown Blue



C1 Brown Orange



C3 Purple



C4 Petrol



Entry price

Easy to wear and commercial shape
Suitable for small faces or young girls

AUG 19 OPTICAL

CODE PJ3375

SIZE 53/16-140 B 40.8


 Pepe Jeans
LONDON


C2 Aqua

FRAME DESCRIPTION

Model No.	PJ3375
Model Name	Ellie
PDM No.	PDM012895
Gender	Women
Frame Description	Acetate Optical Frame Full Rim
Colour Code	C2
Colour Description	Aqua
Logo Style	Metal logo
Rx-Able	Y
Type of Glazing	V-groove
Nose Pad Type	Acetate lamination
Adjustable Core Wire	Y
Hinge Type	Spring hinge

DIMENSIONS

Size.	53/16-140
B Dimension	40.8
ED	57.5
Screw to Screw	127
Mid to Mid	134
Tip to Tip	99

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	N/A
Lens Base	4
Front Material & Finish	Gloss Acetate
Temple Material & Finish	Gloss Acetate

MOQ

600 pcs per model; 200 pcs per color

AUG 19 OPTICAL

CODE PJ3375

SIZE 53/16-140 B 40.8

Pepe Jeans®
LONDON

DENIM



C2 Aqua



C1 Red



C3 Petrol



Easy to wear and commercial shape

Strong link with the brand

AUG 19 OPTICAL

CODE PJ1303

SIZE 50/17-135 B 42



C3 Purple

FRAME DESCRIPTION

Model No.	PJ1303
Model Name	Maria
PDM No.	PDM012903
Gender	Women
Frame Description	Stainless Steel Optical Frame Full Rim
Colour Code	C3
Colour Description	Purple
Logo Style	Pad Print
Rx-Able	Y
Type of Glazing	V-groove
Nose Pad Type	Push-in
Adjustable Core Wire	Y

DIMENSIONS

Size.	50/17-135
B Dimension	42
ED	54
Screw to Screw	123.5
Mid to Mid	127
Tip to Tip	96

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	N/A
Lens Base	4
Front Material & Finish	Matte Stainless Steel
Temple Material & Finish	Matte Nickel Silver

MOQ300 pcs per model; 100
pcs per color

AUG 19 OPTICAL

CODE PJ1303

SIZE 50/17-135 B 42

Pepe Jeans
LONDON

SUPER SLIM



C3 Purple



C1 Black



C2 Brown II



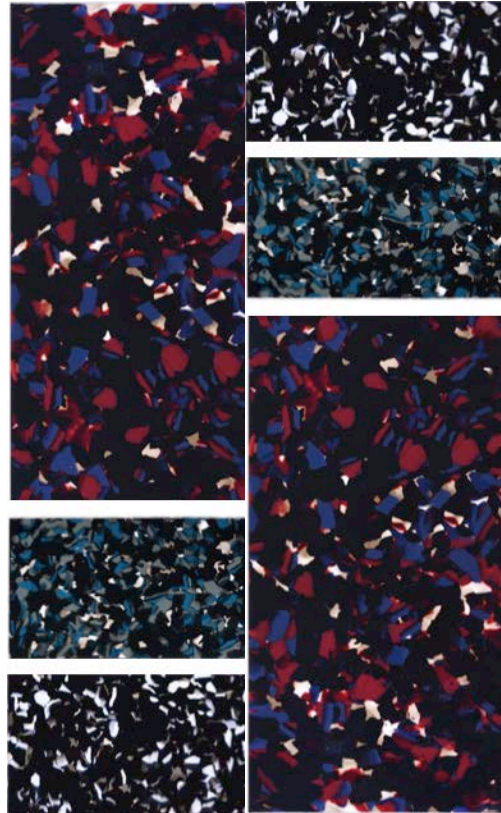
C4 Blue



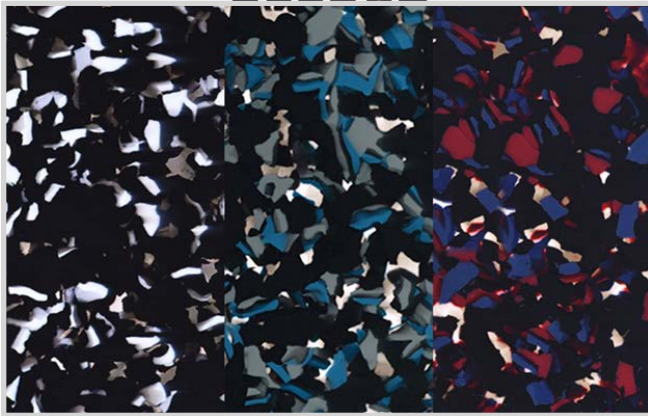
New super light colourful temple

MEN'S COLLECTION

AUG19 OPTICAL



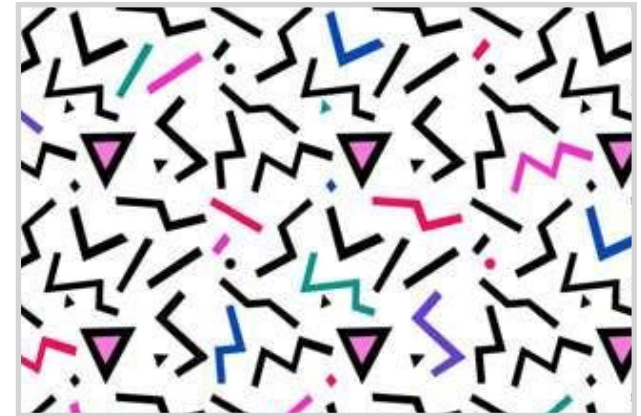
NEW CAMO



HOT STYLE FOR PR PURPOSE



STRONG LINK WITH THE BRAND



LASER ENGRAVING TECHNIQUE



NEW SUPER SLIM CONCEPT



MEN'S COLLECTION

Acetate
50%



PJ3376



PJ3374

Metal
50%



PJ1304



PJ1305

FUNKY PATTERN

SUPER SLIM

ABSTARCT CAMO

OVERVIEW 4 MODELS 4 COLOURS 16 SKUS

Pepe Jeans®
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PJ1304 (PDM012912)



PJ1305 (PDM012914)



PJ3374 (PDM012894)



PJ3376 (PDM012923)

AUG 19 OPTICAL

CODE PJ1304

SIZE 54/18-140 B 38

Pepe Jeans®
LONDON



C4 Green

FRAME DESCRIPTION

Model No.	PJ1304
Model Name	N/A
PDM No.	PDM012912
Gender.	Men's
Frame Description	Stainless steel optical frame full rim
Logo Style	Metal logo
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Push-in
Adjustable core wire	Y
Hinge Type	Spring hinge

DIMENSIONS

Size	54/18-140
B Dimension	38
ED	58.8
Screw to Screw	130
Mid to Mid	132
Tip to Tip	102

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	Matte stainless steel
Temple Material & Finish	Shiny stainless steel

MOQ

300 pcs per model
100 pcs per color

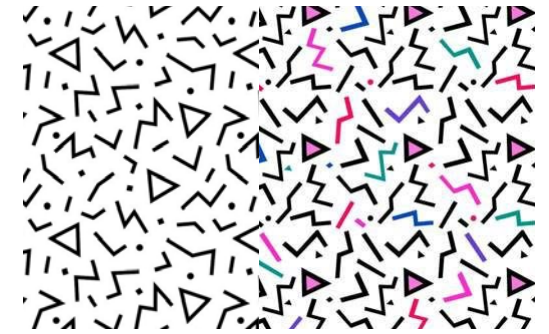
AUG 19 OPTICAL

CODE PJ1304

SIZE 54/18-140 B 38

Pepe Jeans®
LONDON

FUNKY PATTERN



Exclusive and customised laser engraving technique on the acetate
The pattern is taken from PJ t-shirt collection

Strong link with the brand



C4 Green



C3 Blue



C1 Grey



C2 Brown

AUG 19 OPTICAL

CODE PJ3376

SIZE 56/15-145 B 47


 Pepe Jeans
LONDON


C2 Tortoiseshell

FRAME DESCRIPTION

Model No.	PJ3376
Model Name	N/A
PDM No.	PDM012923
Gender.	Men's
Frame Description	Acetate optical frame full rim
Logo Style	Metal logo
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Acetate lamination
Adjustable core wire	Y
Hinge Type	Spring hinge

DIMENSIONS

Size	56/15-145
B Dimension	47
ED	61.3
Screw to Screw	131
Mid to Mid	138
Tip to Tip	100

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	Gloss acetate
Temple Material & Finish	Gloss acetate

MOQ

600 pcs per model
200 pcs per color

AUG 19 OPTICAL

CODE PJ3376

SIZE 56/15-145 B 47

Pepe Jeans
LONDON



C2 Tortoiseshell



C1 Black

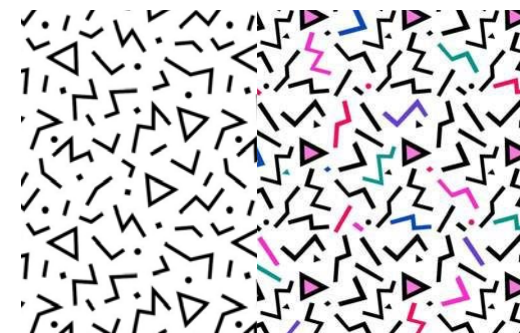


C3 Brown



C4 Burgundy

FUNKY PATTERN



Exclusive and customised laser engraving technique on the acetate
The pattern is taken from PJ t-shirt collection

Strong link with the brand

AUG 19 OPTICAL

CODE PJ1305

SIZE 52/19-140 B 44

Pepe Jeans
LONDON

C3 Navy

FRAME DESCRIPTION

Model No.	PJ1305
Model Name	N/A
PDM No.	PDM012914
Gender.	Men's
Frame Description	Stainless steel optical frame full rim
Logo Style	Pad Print
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Push-in
Adjustable core wire	Y
Hinge Type	Spring hinge

DIMENSIONS

Size	52/19-140
B Dimension	44
ED	56
Screw to Screw	128.5
Mid to Mid	129
Tip to Tip	94

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	Matte stainless steel
Temple Material & Finish	Matte nickel silver

MOQ

300 pcs per model
100 pcs per color

AUG 19 OPTICAL

CODE PJ1305

SIZE 52/19-140 B 44

Pepe Jeans
LONDON



C3 Navy

SUPER SLIM



New super light temple
Suitable also for girls



C4 Purple



C1 Black



C2 Brown

AUG 19 OPTICAL

CODE PJ3374

SIZE 57/13-140 B 46

Pepe Jeans
LONDON

PRESS PIECE



C3 Red

FRAME DESCRIPTION

Model No.	PJ3374
Model Name	N/A
PDM No.	PDM012894
Gender.	Men's
Frame Description	Acetate optical frame full rim
Logo Style	Metal logo
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Acetate lamination
Adjustable core wire	Y
Hinge Type	Spring hinge

DIMENSIONS

Size	57/13-140
B Dimension	46
ED	63.4
Screw to Screw	133
Mid to Mid	138
Tip to Tip	106

MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	Matte acetate
Temple Material & Finish	Matte acetate

MOQ

600 pcs per model
200 pcs per color

AUG 19 OPTICAL

CODE PJ3374

SIZE 57/13-140 B 46

Pepe Jeans
LONDON

PRESS PIECE



C3 Red



C2 Blue

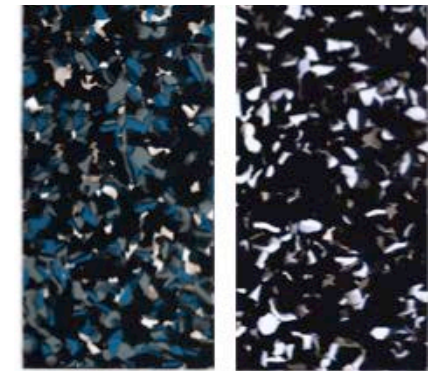


C4 Champagne



C1 Black

ABSTRACT CAMU



New camouflage concept
Super strong concept suitable for PR

Pepe Jeans®
LONDON



THANK YOU