



OPTICAL JAN & APRIL 21

COLLECTION OBJECTIVES

- To introduce a new **ENTRY PRICE** range keeping the quality that can help to push the sales
- **PERFECT BALANCE** between plastic and metal, Women's and Men's
- **COMMERCIAL SHAPES** all across the collection

WOMEN'S OPTICAL PRICE CHART

12 MODELS

PLASTIC



PJ3425



PJ3424



PJ3428



PJ3429



PJ3415



PJ3426



J3430



PJ3411

METAL



PJ1354



PJ1353



PJ1358



PJ1355

ENTRY

MID

HIGH-END

MEN'S OPTICAL PRICE CHART

10 MODELS

PLASTIC



PJ3427



PJ3431



PJ3432



PJ3433



PJ3434



PJ3412

METAL



PJ1359



PJ1357



PJ1356



PJ1337

ENTRY

HIGH-END

PEPE WOMEN'S OPTICAL



COLLECTION HIGHLIGHTS



ENTRY PRICE

Good quality product for both plastic and metal



MARBLE ACETATE

Rich acetate finishing



LASERED ETCHED PATTERN

inspired by denim stitching



SLIM LIGHTWEIGHT METALS

To allow more comfort

BACK TO ESSENTIAL



PJ3425



PJ3429



PJ3428



PJ3424



Good value for money: good quality product on entry price range

Front injected acetate (CP) material: more sustainable than traditional acetate as it reduces wastage

Very feminine colour options

BACK TO ESSENTIAL



PJ1353



PJ1354



PJ1358

Good value for money: good quality product on entry price range

Complementary shapes: to reach different kind of customers

Super light and very comfortable products



EYE STITCH



PJ1355



PJ3426



PJ3430



Complementary shapes: round, squared, cat-eye: to reach different kind of customers
feminine fashion forward feel: marble acetate
Lasered etched pattern: inspired by denim stitching

LOGOBLOCK



PJ3411

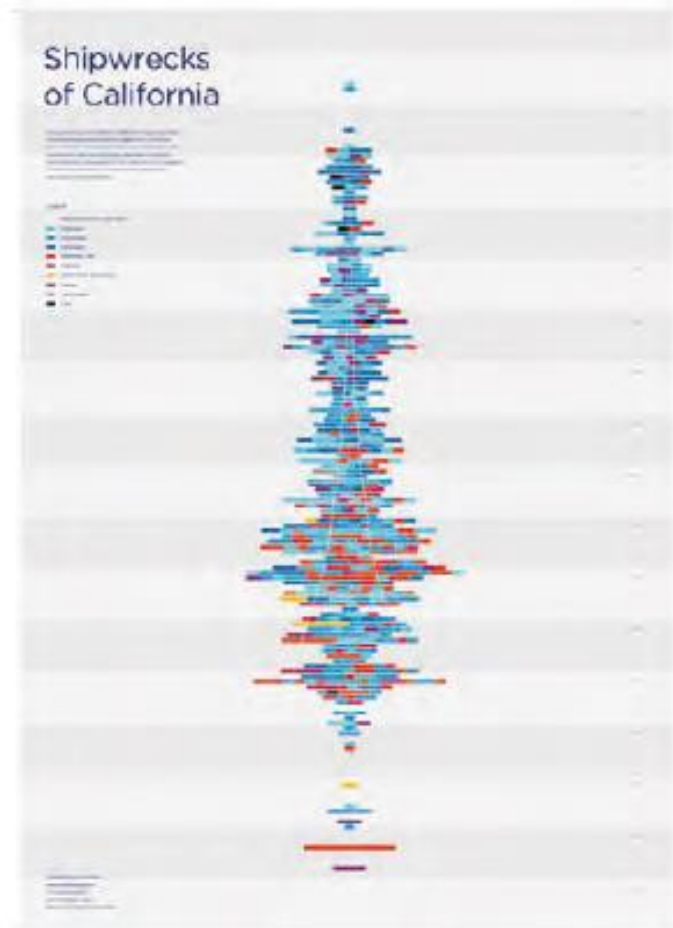
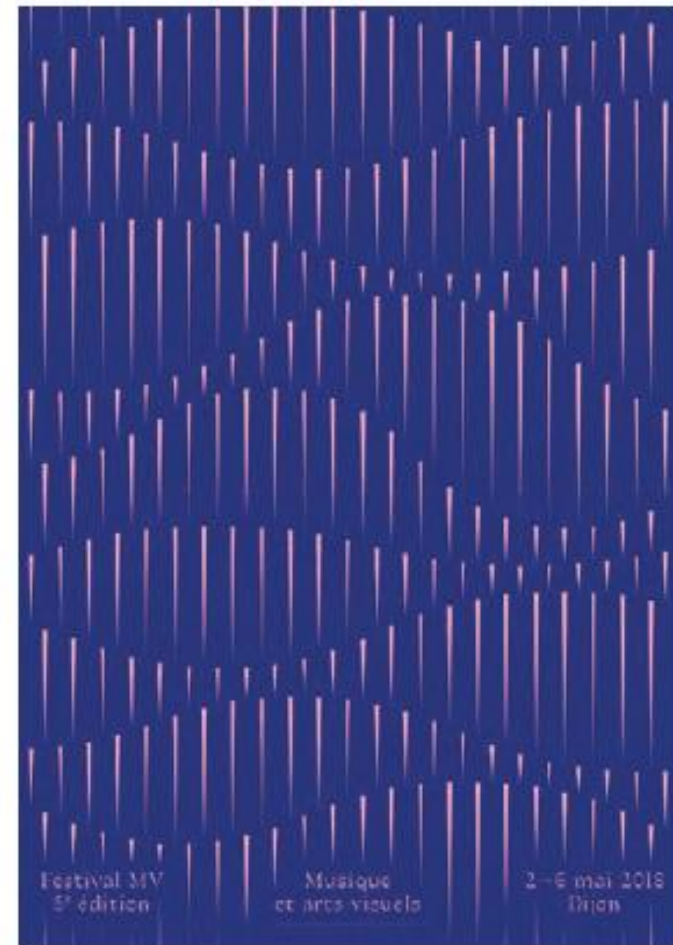
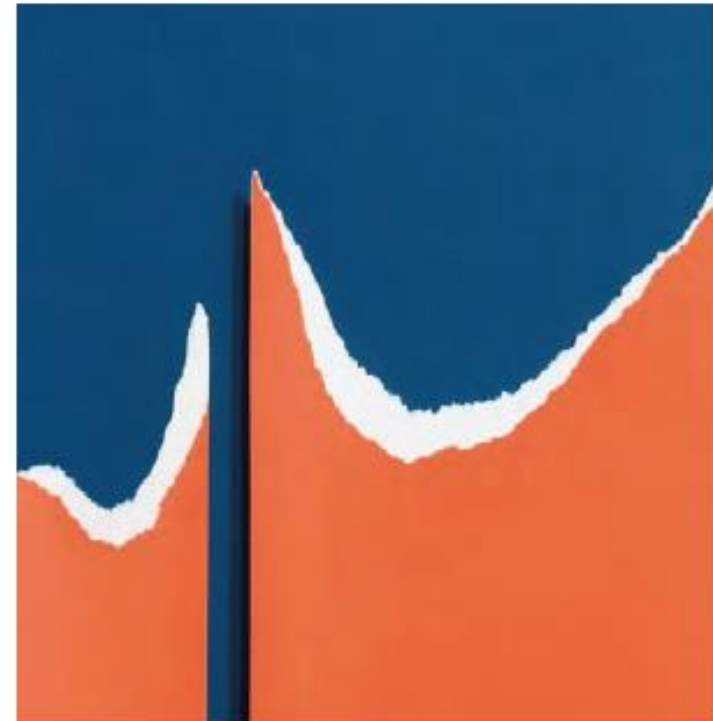
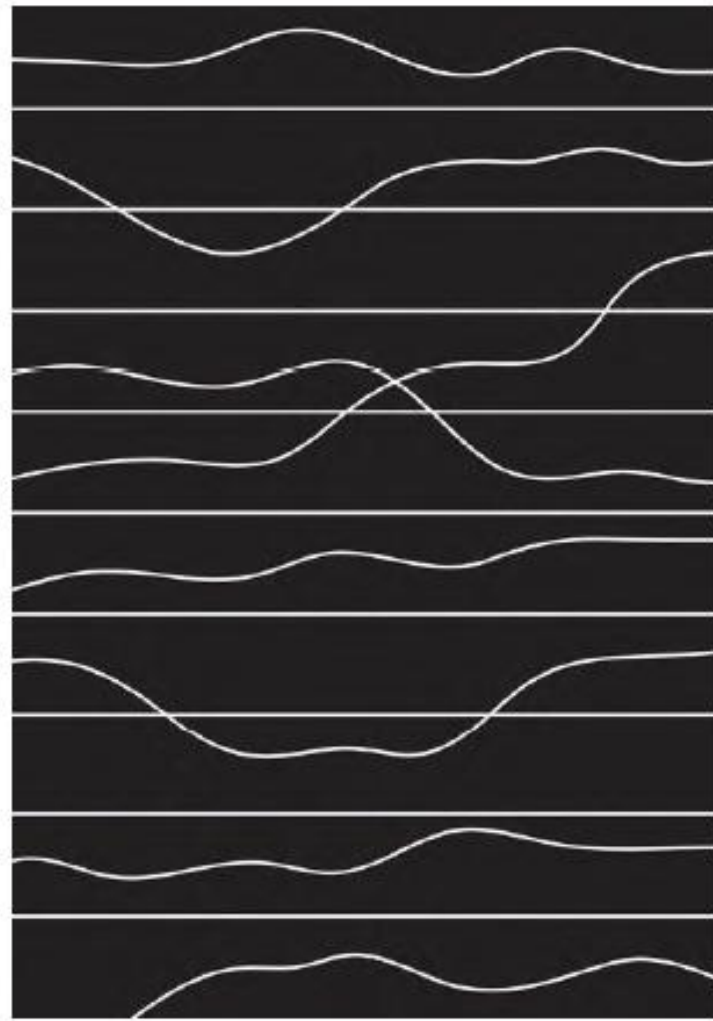


PJ3415

Design concept from Opt 2020 release
Commercial and easy-to-wear shapes
Pepe Jeans Logoblock



PEPE MEN'S OPTICAL



COLLECTION HIGHLIGHTS



ENTRY PRICE

Good quality product for both plastic and metal



INSIDE COLOUR

fun colour pops



TRIPLE LAYERED ACETATES

3 layer colour block acetate for a flash of colour



END TIP DETAIL

laser cutting end-tip detail
special technique to create contrast colour stripes

BACK TO ESSENTIAL



PJ3427



PJ3432



PJ3431



Good value for money: good quality product on entry price range

Front injected acetate (CP) material: more sustainable than traditional acetate as it reduces wastage

Commercial and easy-to-wear shapes

BACK TO ESSENTIAL



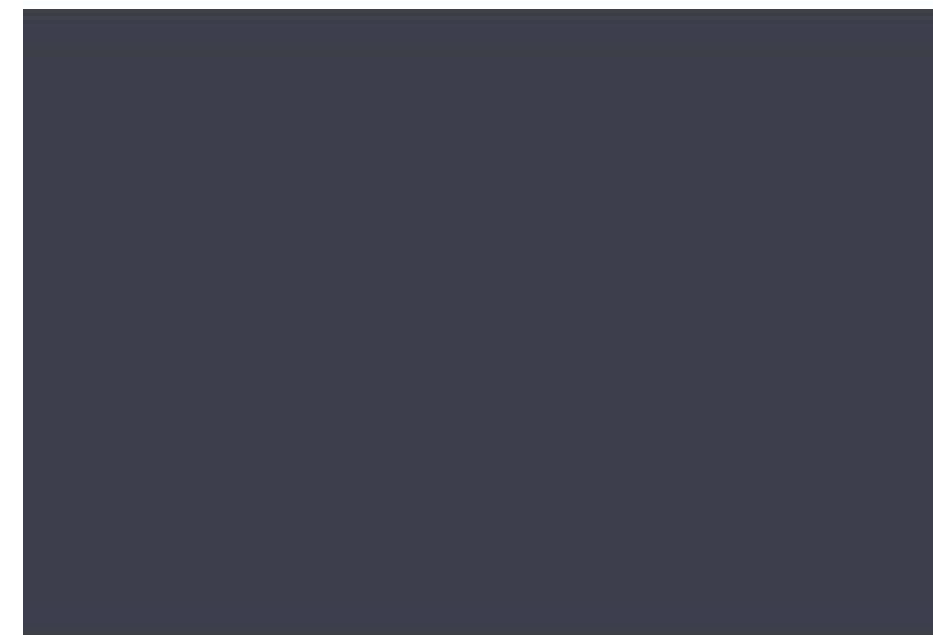
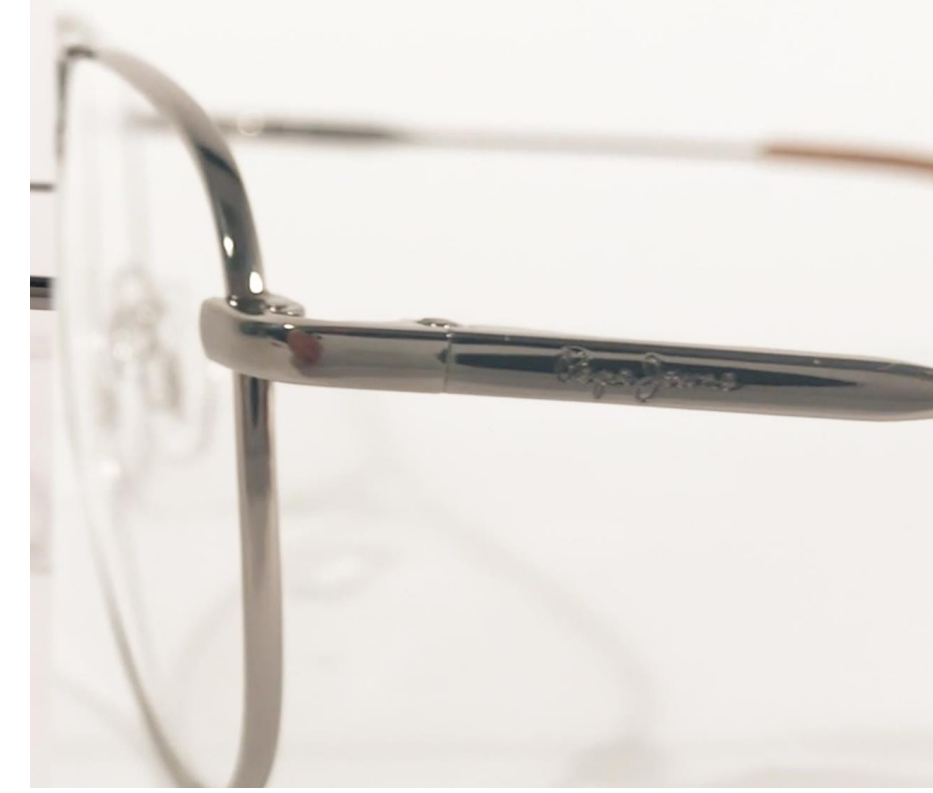
PJ1359



PJ1356



PJ3431



Good value for money: good quality product on entry price range

Complementary shapes: to reach different kind of customers

Super light and very comfortable products

SOUND WAVES

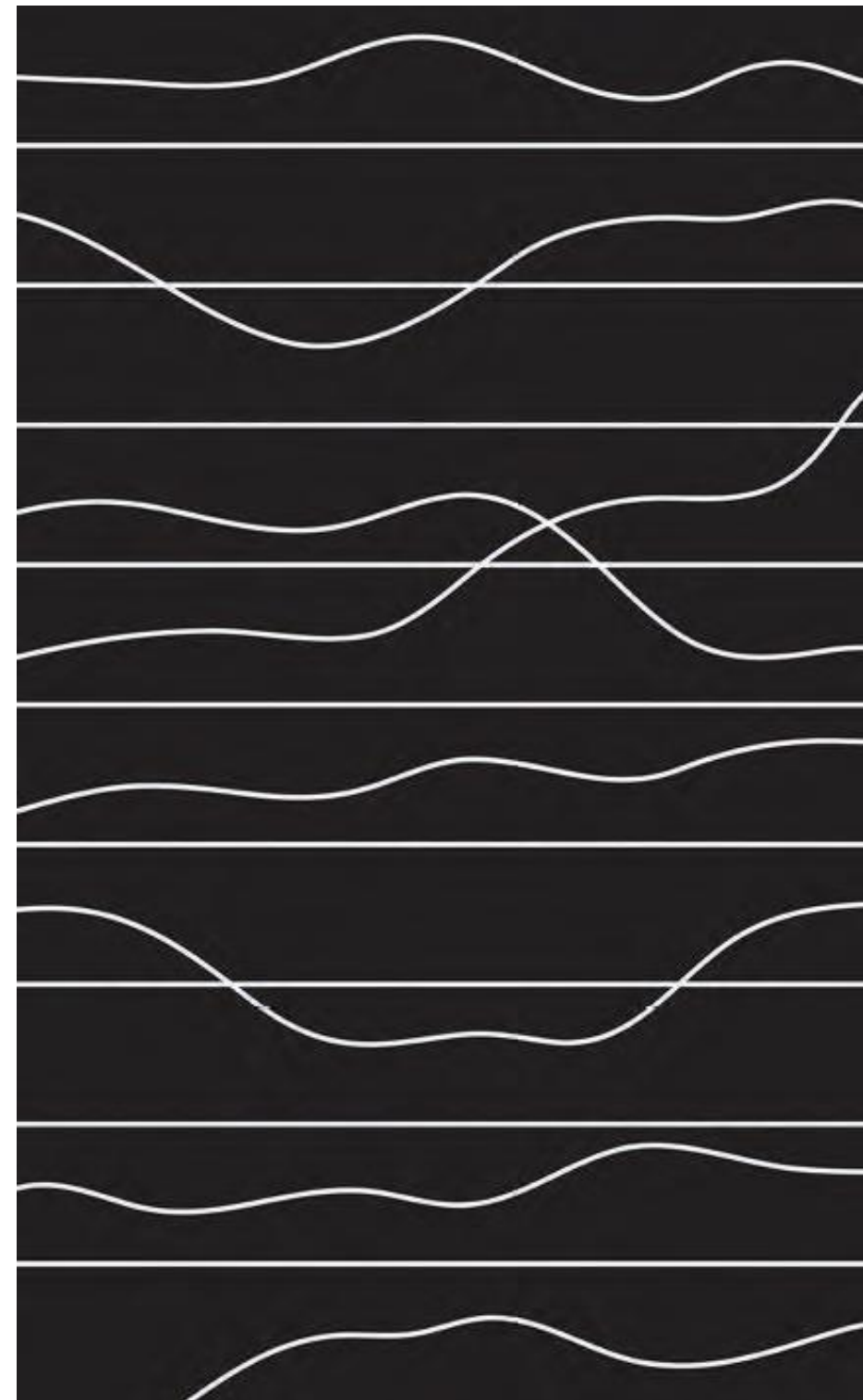


PJ3433



PJ3434

3 layer colour block acetate for a flash of colour: for a customer that doesn't want showing off
laser cutting end-tip: a special detail to elevate the perceive value of the product
Commercial and easy-to-wear shapes



COLOUR BLOCK



PJ3412



PJ1337



Design concept from Opt 2021 release
Commercial and easy-to-wear shapes
Customised temple acetate: link with PJ prints



THANK YOU!