



## PEPE JEANS KID'S 2018 OPTICAL PRESS RELEASE

With innovation at the heart of Pepe Jeans, the new Kids optical collection for AW18 reflects just that with sporty styles, classic shapes and bright colours for a distinctively cool impact. The junior range compliments the brand's confident and modern designs whilst staying true to the use of superior materials and typically trendy decoration.

For a preppy and distinguished look **BANJI PJ4044** embraces the retro rectangular shape for boys. Here the link back to the Pepe Jeans denim roots is celebrated by a blue or black denim pattern incorporated into a crystal layer and embellished by a fine lamination that runs throughout the front.

For a more artsy look, the playful, graphic pattern adorning the acetate temples of **CALEB PJ2045** gives a modern and contemporary edge to the style and is available in trendy colour combinations like khaki/grey, black/grey and black/ink blue. Its panto rim-wire shape is lightweight and wearable, whilst the rubber nose pads create comfort and make this design easy-to-wear for any active kid.

For girls, **GLADYS PJ4046**'s pop of colour and funky pattern makes this model hard to miss. The rectangular acetate frames come in fun and bright block colours for a defined yet feminine appeal. The purple version features a translucent tutti-frutti pattern on the temples making a jolly statement. In navy the same rule applies but a neon green and violet pattern adorns a light blue background. The bold turquoise version differs with contrasting hot pink temples adorned with the statement girly graphic.

**PATSY PJ4047** is an optical style for the young and trendy with three varying contemporary colour combinations. The slightly cat-eye shape is complemented with the traditional tortoiseshell that is playfully contrasted with peach translucent temples. The fun colour blocking theme continues with bright purple fronts paired with lucid grey and powder pink matched with vibrant purple temples.

Functional and lightweight, the collection has been curated to make a playful visual impact.



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