



BRAND MANUAL

BRAND IDENTITY GUIDELINES



Pepe Jeans®
LONDON

CONTENTS

The Brand

- DNA
- History
- Vision

Target Consumer

- Target Customer
- Style Attributes

Communication

- POS
- Marketing Campaigns

Marketing Tools

- POS Materials

THE BRAND

DEEP IN PEPE JEANS DNA

BORN IN PORTOBELLO,
LONDON W11, 1973
WHERE
UNIQUE STYLE & SPIRIT
LED TO
ORIGINAL DENIM DESIGNS



ECLECTICISM AND
A BIG CREATIVITY
IDENTITY
ARE
DISTINCTIVE SIGNS
OF THE AREA.

ABOUT THE BRAND

Pepe Jeans[®]
LONDON

BORN & BRED ON THE STREETS OF LONDON,
WORN AROUND THE WORLD TODAY.

ICONIC BRAND WITH A FOCUS ON **DENIM**.

PEPE JEANS OFFERS A COMPLETE
WARDROBE: DENIM, APPAREL, FOOTWEAR,
UNDERWEAR, LUGGAGE, FRAGRANCES,
ACCESSORIES & SUNGLASSES.

PRICE VALUE PROPOSITION: PRODUCT
ALIGNING PRICE WITH QUALITY.

GLOBAL PRESENCE: STORES LOCATED IN
KEY STRATEGIC CITIES GLOBALLY.

SELF-CONFIDENCE
UNIQUENESS
AUTHENTICITY
INCLUSIVITY

PEPE JEANS HISTORY

Pepe Jeans
LONDON

THE BRAND



NITIN SHAH WITH HIS TWO BROTHERS ARUN AND MILAN, BEGAN SELLING JEANS FROM LONDON PORTOBELLO MARKET

1973

BRAND'S ICONIC ITEMS:
TRIANGULAR
'PEPE' TYPEFACE,
KEYRING AND
PINSTRIPE
DENIM.



Early 80s

EUROPEAN EXPANSION:
HOLLAND, FRANCE,
ITALY, GERMANY, SPAIN
AND SWITZERLAND.

1986



DENIM DOMINATION

2000s

ANDY WARHOL CAPSULE
COLLECTION: POP AND
FACTORY

2008

ANNOUNCED
PARTNERSHIP DEAL
TO FORM RED BULL
RACING ACADEMY &
LAUNCHED AN
OFFICIAL APPAREL
COLLECTION



2024

1975

OPENING OF THE
FIRST BOUTIQUE IN
KING'S ROAD.

1984

EXPANSION
TO IRELAND.

1986



FIRST MAJOR
CAMPAIGN WITH
PHOTOGRAPHER
BRUCE WEBER

2004

LAUNCH OF KIDS
COLLECTION



2023

50TH
ANNIVERSARY:
CELEBRATIONS
INCLUDED LONDON
GUIDED TOURS,
CAMPAIGN EXHIBIT
& DINNER.
ATTENDED BY LILA
MOSS, MOLLIE
KING, CAMILLE
CHARRIERE...

2024



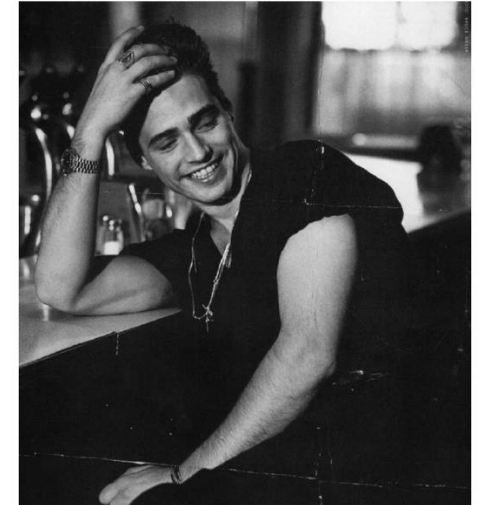
AWWG signed a
new strategic
and investment
partnership with
G-III Apparel
Group to enhance
the growth and
priorities of the
brands group.

SO FAR ...

PEPE JEANS VISION

THE VISION

To establish Pepe Jeans London as the global reference for denim lifestyle infused with British Heritage, driven by an eclectic style and an edgy attitude.



THE LOGO



The classic logo



The heritage P



The Union Jack Flag

PEPE JEANS CONSUMER

PEPE JEANS TARGET CUSTOMER

TARGET
CUSTOMER



THE ASPIRATIONALS 20s

- Students & Graduates
- Emotionally driven
- Influencer Driven
- Price-driven
- Saves to buy one luxury piece

THE CUSTOMER

THE LOYALS Late 20s – Late 30's

- Business Professionals
- Appreciate good value proposition
- World Travellers
- Informed Shoppers
- Refined Lifestyle



THE NOSTALGICS 40s

- Strong Brand Awareness
- Occasional Buyers
- Fashion-educated
- New brands to discover



STYLE ATTRIBUTES

Pepe Jeans
LONDON

TARGET
CUSTOMER

WE ARE ECLECTIC



WE ARE LOVERS



WE HAVE ATTITUDE



WE ARE CASUAL



WE ARE DENIM LIFESTYLE

TARGET
CUSTOMER

WE ARE YOUNG ADULTS

For internal use only.



Pepe Jeans.
LONDON

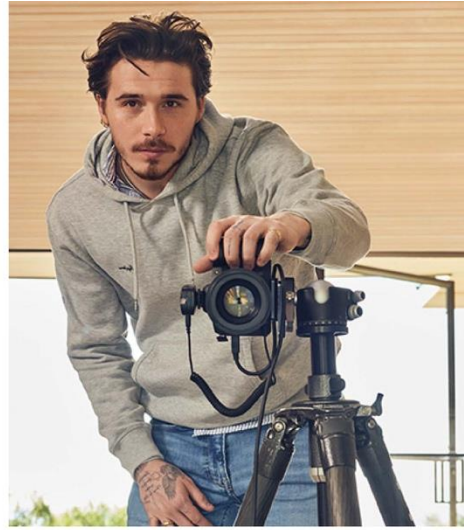


WE ARE NOT TEENAGERS



TARGET
CUSTOMER

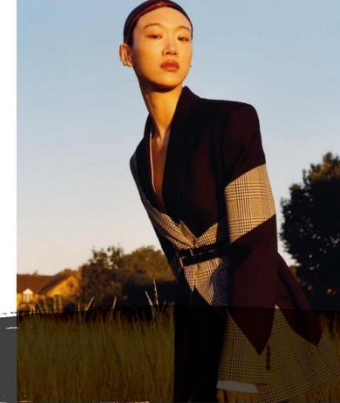
WE ARE CASUAL



Pepe Jeans®
LONDON



WE ARE NOT TOO FORMAL



For internal use only.

TARGET
CUSTOMER

WE ARE ECLECTIC

For internal use only.



Pepe Jeans®
LONDON



WE ARE NOT MINIMALISTIC



TARGET
CUSTOMER

WE ARE ADVENTUROUS



For internal use only.



Pepe Jeans
LONDON



WE ARE NOT EXPLORERS

TARGET
CUSTOMER

WE ARE LOVERS

For internal use only.



Pepe Jeans
LONDON



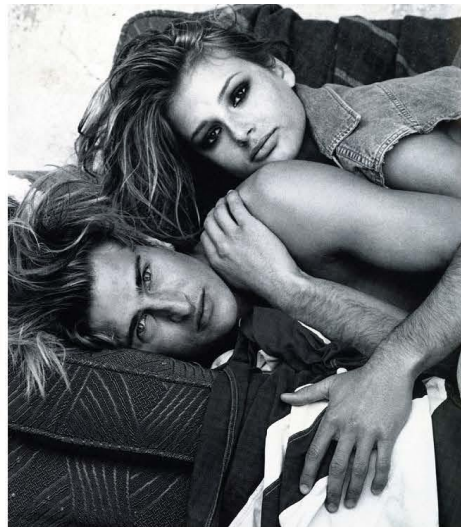
WE ARE NOT NAIVE



TARGET
CUSTOMER

WE ARE SENSUAL

For internal use only.



Pepe Jeans
LONDON



WE ARE NOT OVERLY SEXY

TARGET
CUSTOMER

WE ARE A LIFESTYLE

For internal use only.



Pepe Jeans
LONDON



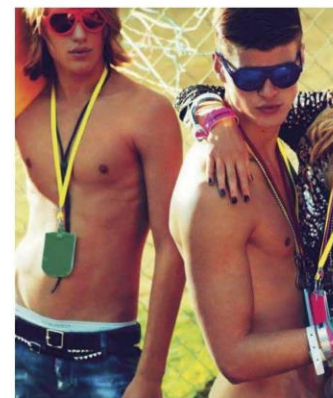
WE ARE NOT ONLY DENIM



TARGET
CUSTOMER

WE HAVE ATTITUDE

For internal use only.



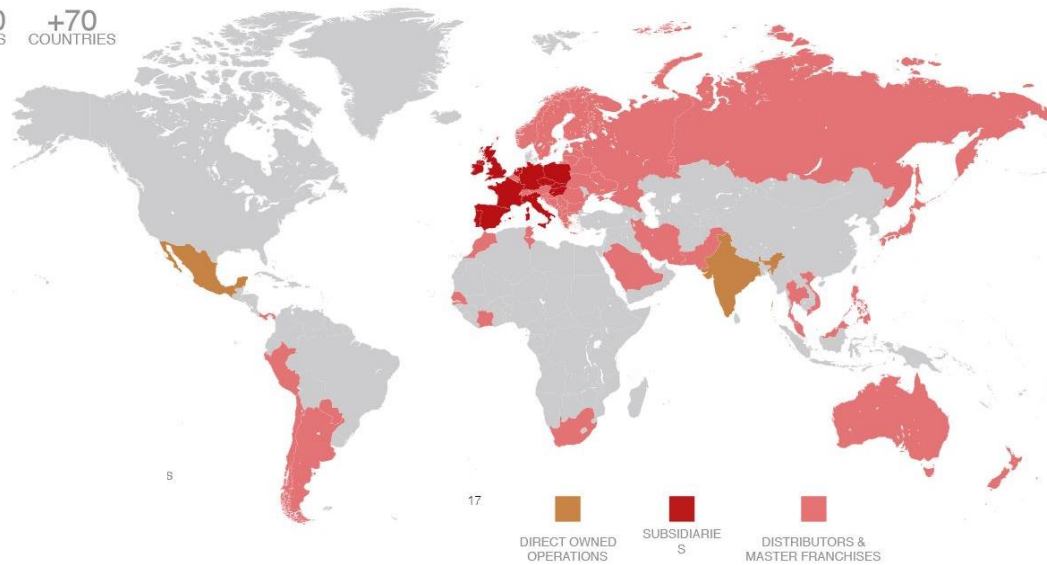
WE ARE NOT EXTREME

COMMUNICATION

POINTS OF SALE

+2,300
EMPLOYEES

+70
COUNTRIES



RETAIL	440+ stores
FRANCHISES	120 stores
WHOLESALE	+5600 doors
SHOWROOMS	55
DISTRIBUTORS	45

Headquarters in
London, Madrid, Amsterdam,
Barcelona, Mexico & Mumbai

SIGNIFICANT PRESENCE IN
INDIA..

200+
STORES

EUROPEAN OVERVIEW..

5
MARKETPLACES

84
STORES

2917
POS

525
SHOP IN
SHOPS

ONLINE PRESENCE

(until Jan 2025)



FOLLOWERS:

2.7 M



603 K



(formerly Twitter)

22 K

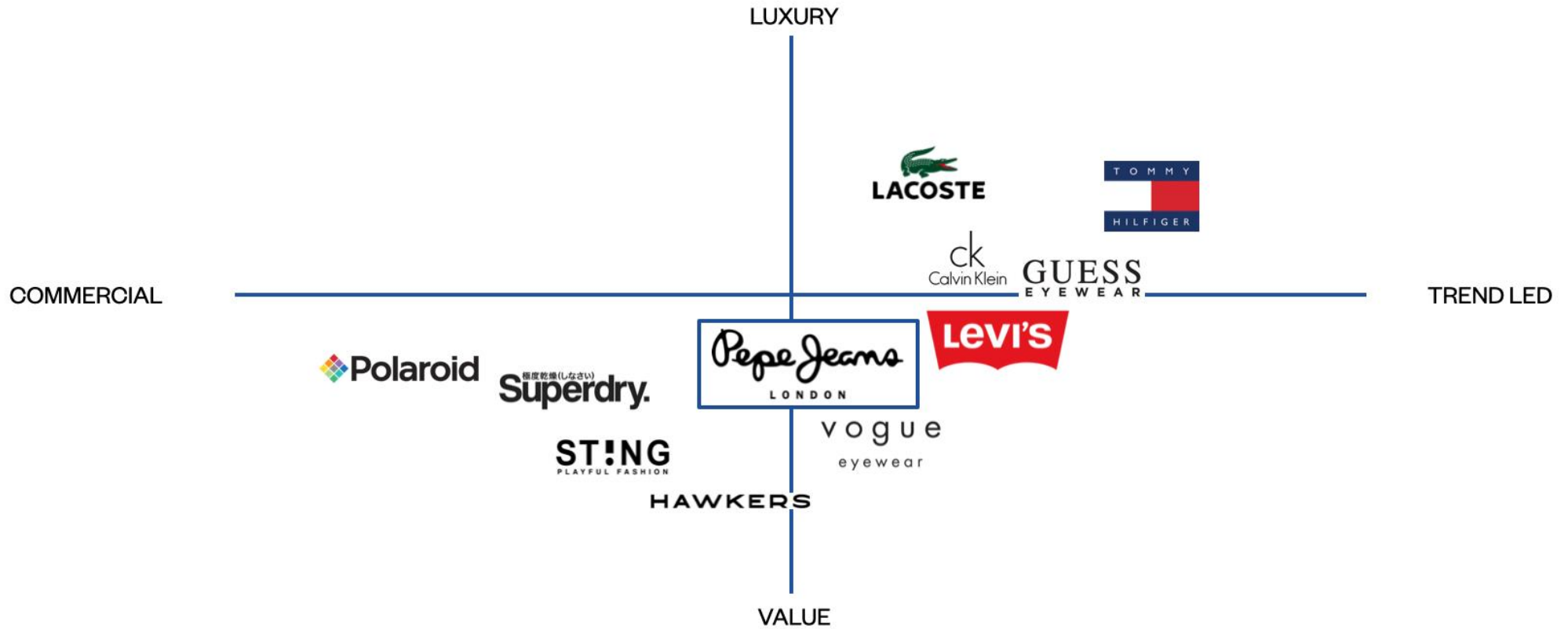


3.1 K

COMPETITIVE LANDSCAPE

Pepe Jeans
LONDON

COMMUNICATIONS TODAY



CELEBRITIES CAMPAIGNS

BRUCE WEBER
Donovan Leitch



BRUCE WEBER
Jason Priestley



Natalia Vodianova



STEVEN KLEIN
Cristiano Ronaldo



1990

1995

2000

2005



BRUCE WEBER
Bridget Hall



BRUCE WEBER



CARTER SMITH
Laetitia Casta



MIKAEL JANSSON
Sienna Miller

OVER THE YEARS

CELEBRITIES CAMPAIGNS

DAVID SIMS
Ashton Kutcher



JOSH OLINS
Alexa Chung & Jon K



JOSH OLINS
Cara Delevingne



SCOTT TRINDLE
Georgia May-Jagger



2005

2010

2015



DAVID SIMS
Daria Werbowy



STEVEN MEISEL



MARIO SORRENTI
Cara Delevingne



EMMA SUMMERTON
Stella Maxwell

OVER THE YEARS

DUA LIPA

Pepe Jeans.
LONDON

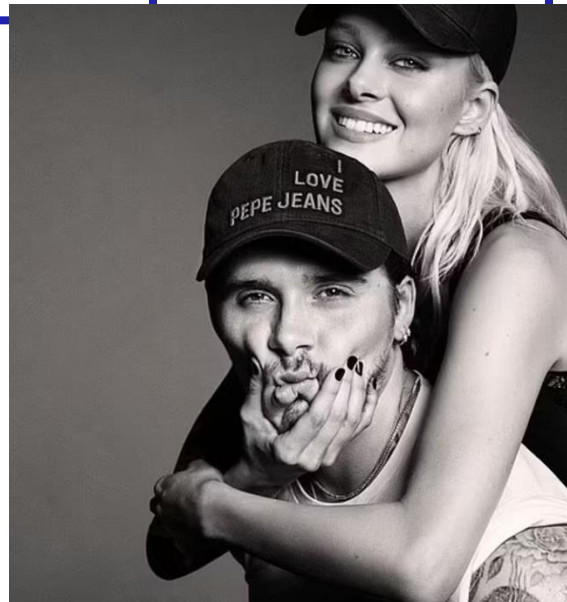
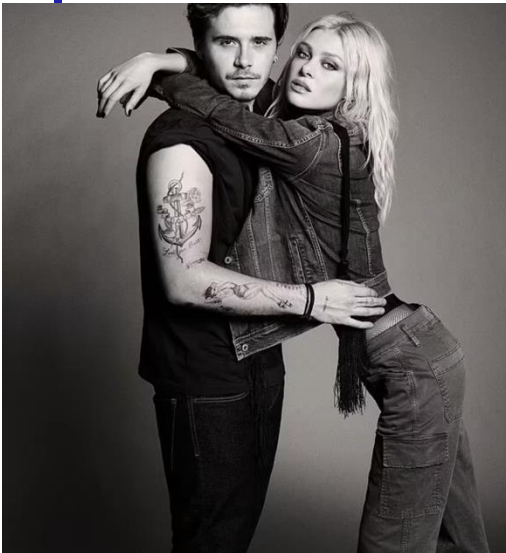


CELEBRITIES CAMPAIGNS

BROOKLYN BECKHAM & NICOLA PELTZ

Pepe Jeans
LONDON

COMMUNICATION



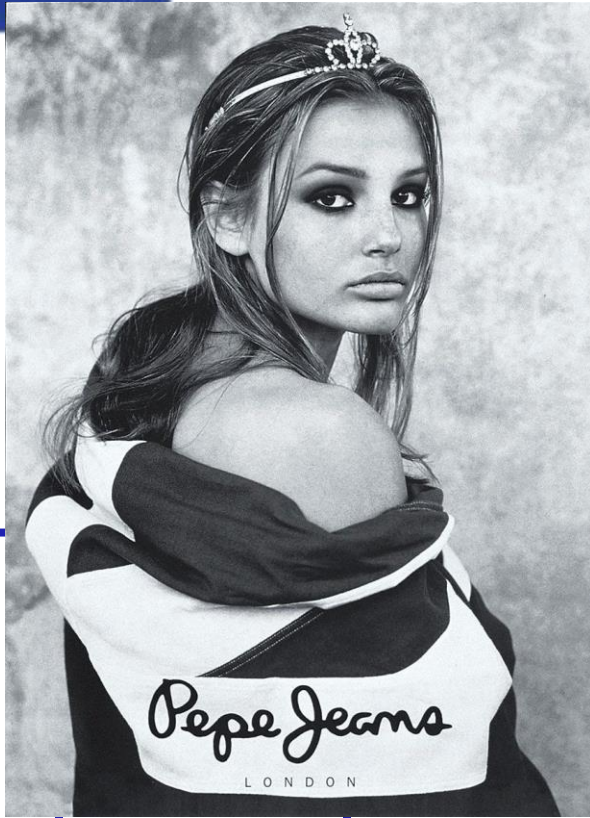
CELEBRITIES CAMPAIGNS

LILA MOSS

Pepe Jeans
LONDON



CELEBRITIES CAMPAIGNS



CELEBRITIES CAMPAIGNS

MARKETING TOOLS

POS



AVAILABLE TO CUSTOMERS
UPON REQUEST



Pepe Jeans®
L O N D O N



THANK YOU