1. A BIT OF HISTORY

Pepe Jeans was born in London in 1973. It emerged thanks to the inspiration of a young man, Nitih Shah, who decided together with his two brothers to manufacture jeans with original labels.

From very humble beginnings they rented a market stall on the Portobello Road in West London every Saturday. Little did they know what was about to happen. Within a very short space of time and for no other reason that the jeans were good quality and fitted well, business started to boom. In a matter of years they had to move everything into a 25,000 square meter warehouse and set up new office spaces to handle the amount of business they were having.

By 1980 Pepe Jeans London was rivaling with all of the big UK brands for number 1 spot in the market place, becoming the British most successful jeans brand ever.

In 1983 Pepe Jeans London started its international expansion to Ireland and two years later crossed the channel towards Continental Europe and USA. Nowadays Pepe Jeans London is one of the principal jeans brands in almost every country.

After getting an important presence in the denim wholesale stores of most prestige, the company started to make a strong bet for the exclusive Pepe Jeans stores (own ones or franchises) that has made the Pepe Jeans London store network to be present in Europe, Asia, America and Oceania.

The success of the brand rests upon different factors - not least upon its solid brand positioning as a London brand. Designers of different nationalities offer input, but the most important inspiration comes from the British capital.

2. PEPE JEANS` WORLD

Pepe Jeans London is one of the fastest growing denim and casual-wear brands in the world with two main distribution channels, Retail and Wholesale, and a non-stop increasing Logistic Net.

Some numbers:

- Present in 65 countries of the 5 continents
- Great Wholesale development: 6.800 doors around the world
- Increasing Retail business: 310 Pepe Jeans stores
- 2.200 employees
- More than 50 fashion & graphic designers
- Purchase of 10.000.000 garments per year
- 3 full equipped logistic centres & warehouse in Europe and Asia

(Incluir mapa del mundo con presencia de PJL)

3. PRODUCT


Pepe Jeans London includes ladies and men complete collection including accessories. These collections are created with a focus on quality in terms of the fabrics, fit and finish, merging high fashion attributes
with ground level pricing, and thus providing the look demanded by the market. The collection range from fundamental basics to sophisticated cocktail dresses, genuine leather jackets, without forgetting its specialist, the Denim offer. Within the denim we can specially underline the most premium part of it: the 73 collection.

The company also designs a Quick Response Collection and a Precollection once the key trends of each season appears in the most important catwalks and other fashion hotspots which were easily adaptable to the mass market, to meet consumer preferences.

Pepe Jeans Junior includes as well girls and boys complete garment and accessories collection.

These 2 brands are complemented by other product categories as Footwear, Eyewear or Stationery thanks to the narrow collaboration with some license partners.

4. LIFESTYLE & ATTITUDE

The Pepe Jeans look is trendy and fresh, yet stylish and modern in every sense. The Pepe Jeans girl and guy, both between 20 and 35 years old, are outgoing and urban and have developed their own fashion identities. Attitude and up-to-date could be words that describe well their way of living.

5. PEPE JEANS ADVERTISING CAMPAIGNS

In 1991 Pepe Jeans invited Bruce Weber to shoot the first big advertising campaign with an unknown Bridget Hall, soon to be supermodel. Several other shoots by Weber featured Donovan Leitch and Ione Skye, and probably the most memorable one of all with Jason Priestly.

Over the last 20 years Pepe has continued with maverick photographers and talents, and has had the pleasure of watching some of them growing into who they are today. Models like Kate Moss, Natalia Vodianova, sportsmen like Fernando Torres or Cristiano Ronaldo, actors like Sienna Miller or Ashton Kutcher were shot at their beginnings by artists as Steven Klein, Michael Jansson, David Sims or Steven Meisel. Right now it girl Alexa Chung and world’s most important male model Jon K are starring.

6. SPONSORSHIPS

We have sponsored the Renault F1 Team for 2 years and Fernando Alonso has been invited to different events of the brand, playing an important role as ambassador of Pepe Jeans. Nowadays, the sponsorship relies on the Red Bull Racing team with Webber and Vettel as drivers. The team is on 2nd position on the constructor standings, only 29 points below McLaren- Mercedes team.
7. OUR VALUES

Our success is based on the **Honesty** of our people.

Our reason for existing is the **Customer**.

Our strength is our **Team** work.

Progress requires us to be **Flexible**.

Our **Positive Attitude** is essential for success.