

PEPE JEANS LONDON

AW14 JUNIOR

Pepe Jeans London has autumn/winter 2014 all wrapped up when it comes to the junior lines. Bright, cosy, fun and creative throughout, you'll find all the hallmarks of the Pepe Jeans London brand playfully reworked for its younger audience here.

BASICS

Indigo is the shade of the season for the Basics line – washed and printed to great effect be it through stripes or paisley patterns. New shapes are introduced for the boys when it comes to outerwear, while shirts receive special attention, finished off with fine printed details. For the girls, floral motifs and blue checks feature throughout – added to dresses and shirts of different cotton voiles.

73 ROCK

A collection that draws on the rock spirit so characteristic of the brand, this season is about a palette of soft shades for the girls. Combined with marine blue, grey and black, you'll also find outerwear rich in fabric and texture – from animal and floral prints to rhinestones, beads, cotton laces, leather and antique studs. Meanwhile, it's all about traditional checks and a Union Jack colour palette for the boys – jackets with rich finishes and bright printed artworks for striking effect.

BRIGHT WINTER

The spirit of winter is truly captured in the Bright Winter collection, which combines floral prints and maxi checks with woolly warm cotton dresses and shirts with brass beads, sequins and embroideries for the girls. The boys, too, get to play out in colourful checked flannel shirts, featuring a mix of heavy or acid washes. T-shirts and sweatshirts come in bright colours, while knitwear is about vibrant jacquards and chunky knits – perfect to cosy up in.

ANDY WARHOL BY PEPE JEANS LONDON

Warhol's Pop Art archive gets a teen-led makeover this season with slouchy and oversized silhouettes combined with customised T-shirts and dresses perfect for layering. Prints focus on signature oversized Marilyn motifs, Campbell's and pre-Pop artworks. For the boys, new dying effects are combined with illustrated prints for T-shirts and sweats, a key style this season.