

Pepe Jeans  
L O N D O N





## Pepe Jeans London AW22 Eyewear Collection

The new Pepe Jeans London Autumn-Winter 22 Eyewear Collection mixes the brand's passion for denim with a splash of the energetic, eclectic street style that characterises London. Showcasing a new range of predominately unisex models, this new collection perfectly encapsulates the progressive and inclusive attitudes of today's youth.

Flattering and easy-to-wear, **TOPAZ PJ3475** is the perfect unisex frame for this season. It features subtle, contemporary details across the frame, such as transparent acetate temples with a core stitch detail, paired with an embossed logo plaque —both references to the brand's iconic denim collections. This model is available in six feminine and masculine colourways, ideal for all genders. The **Gloss Crystal Havana** model boasts a classic panto front featuring a vibrant purple tortoiseshell pattern and contrasting electric purple temples.

For a more feminine shape, wearers should try the **BERYL PJ3473**. This highly stylish frame features a boldly shaped square front with a two-tone lamination in contemporary colours. For example, an eye-catching colour option pairs a **blush crystal pink** with a striking tortoiseshell pattern.

The **GARNET PJ1396** is a contemporary metallic style, available in genderless colours with a classic panto-shaped frame. Eye-catching and technically sophisticated, each temple features an embossed Pepe Jeans London logo alongside hand-filled enamel details. The front of this model also features a colourful rim with enamel, in various shades.

A retro pilot shape paired with a double bridge, the metal **MALACHITE PJ1397** is the perfect gender-neutral frame for the upcoming AW22 season. Each embossed temple features an intricate cut-out detail elevating the style, available in a selection of sophisticated colour options such as **Shiny Silver**.



**TOPAZ PJ3475 C4**  
Gloss Crystal Havana



**BERYL PJ3473 C2**  
Gloss Classic Tortoiseshell



**GARNET PJ1396 C4**  
Gold



**MALACHITE PJ1397 C3**  
Shiny Silver



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### About Pepe Jeans London

Pepe Jeans London was born on London's iconic Portobello Road in 1973. Today, almost 50 years later, the brand remains devoted to its initial mantra and pledge to create the world's most exciting denim-led fashion. The diversity and mix of cultures that define the city of London also define the Pepe Jeans personality, providing a constant source of inspiration for the women's, men's, and junior collections. Music, Culture, Fashion, London, and Denim - that's what Pepe Jeans is all about.

### About AWWG

Founded in 2006, AWWG is the global fashion group which integrates the iconic brands Pepe Jeans London, Hackett, and Façonnable. AWWG is currently present in 54 countries, with 238 owned stores and 2,800 employees.

## **PRESS OFFICE**

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