

Pepe Jeans
LONDON



SS22 OPTICAL COLLECTION

Pepe Jeans London's contemporary urban DNA, is encapsulated the latest **Spring/Summer 22** optical collection featuring fresh and colourful eyewear injected with positivity and optimism. The new collection is full of bold and vibrant designs inspired by the eclectic London street-style that inspires Pepe Jeans from season to season.

WOMEN'S COLLECTION

Featuring a trend-led half-rim front, **AMY PJ1384** is a contemporary minimalist metal design capturing the brand's youthful spirit. Super-lightweight and designed for maximum comfort, this is a style that is both highly fashionable and practical for active Pepe women. It is available in a **Shiny Light Gold** colour option complete with purple temple tips with Pepe Jeans London denim rivet inserts.

JOYCE PJ3457 is a contemporary, triple-layer acetate model with a versatile and flattering shape. The slim metal temples feature an etched graphic line detail infilled with enamel both inside and outside. The **Navy** colour option features highlight hues of pastel pink, blue and purple for a subtle feminine option.

LILAH PJ3454 is a fresh and colourful acetate model featuring a squared-off front with a subtle cat eye shape. It is a sleek and feminine option; perfect for the forthcoming spring season. Inspired by Pepe Jeans London's iconic denim heritage the temples of this design bear the new metal logo plaque. The the refreshing **Blue Tortoiseshell** colour is a bold and vibrant option.

MEN'S COLLECTION

Amongst the Pepe men collection, **CONOR PJ1382** is a sleek metal frame featuring a pilot front with a double bridge for a retro and sporty feel. The temples of this minimalist yet ultra-cool style feature a colourful patchwork logo detail in a masculine palette. Available in a **Satin Gun** colour option, this style is a must-have timeless wardrobe staple.

Youthful and versatile, **FORREST PJ3458** is a strongly styled square model that offers a classic and sophisticated look.. Showcasing the Pepe Jeans London patchwork logo on the temples, this acetate style is available in a **Dark Brown** option and finds the perfect balance of distinguished and contemporary.

The tri-layer acetate style, **WYNDHAM PJ3462**, features a dynamic unisex panto shape for contemporary androgynous styling. Inspired by modern graphic designs, both the inner and outer temples showcase striking etched line details in contrast with electric hues. The **Brown Horn** version showcases flashes of red juxtaposed with classic black.



AMY PJ1384 C2
Shiny gold



JOYCE PJ3457 C3
Navy



LILAH PJ3454 C3
Blue Tortoiseshell



CONOR PJ1382 C2
Satin Gold



FORREST PJ3458 C3
Dark Brown



WYNDHAM PJ3462 C3
Brown Horn





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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

For further information and imagery, please contact
Adam Rowe at Fabric PR.

Email: adam@fabricpr.com
Tel: + 44 (0) 20 3326 7331

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