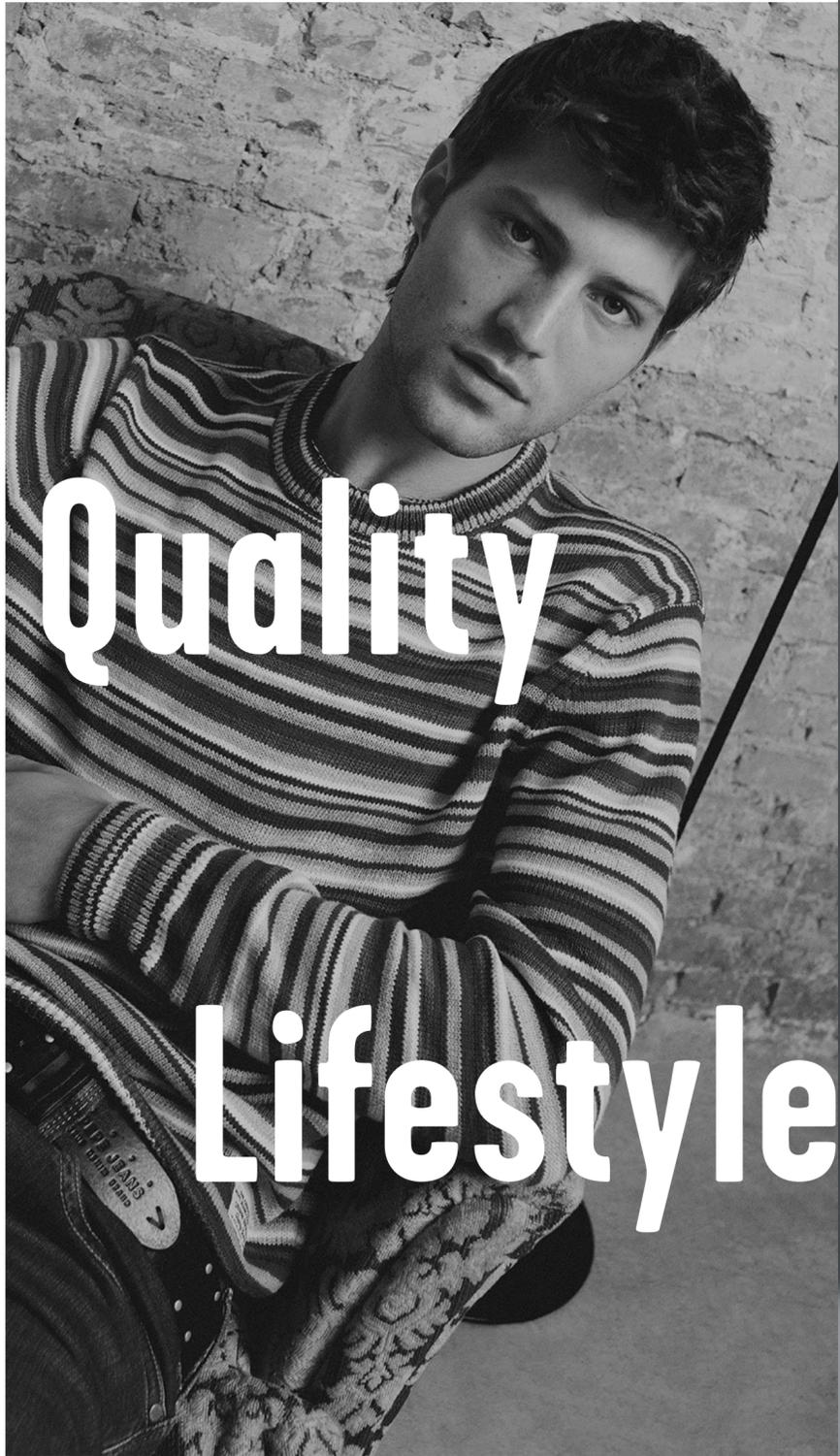




ABOUT THE BRAND

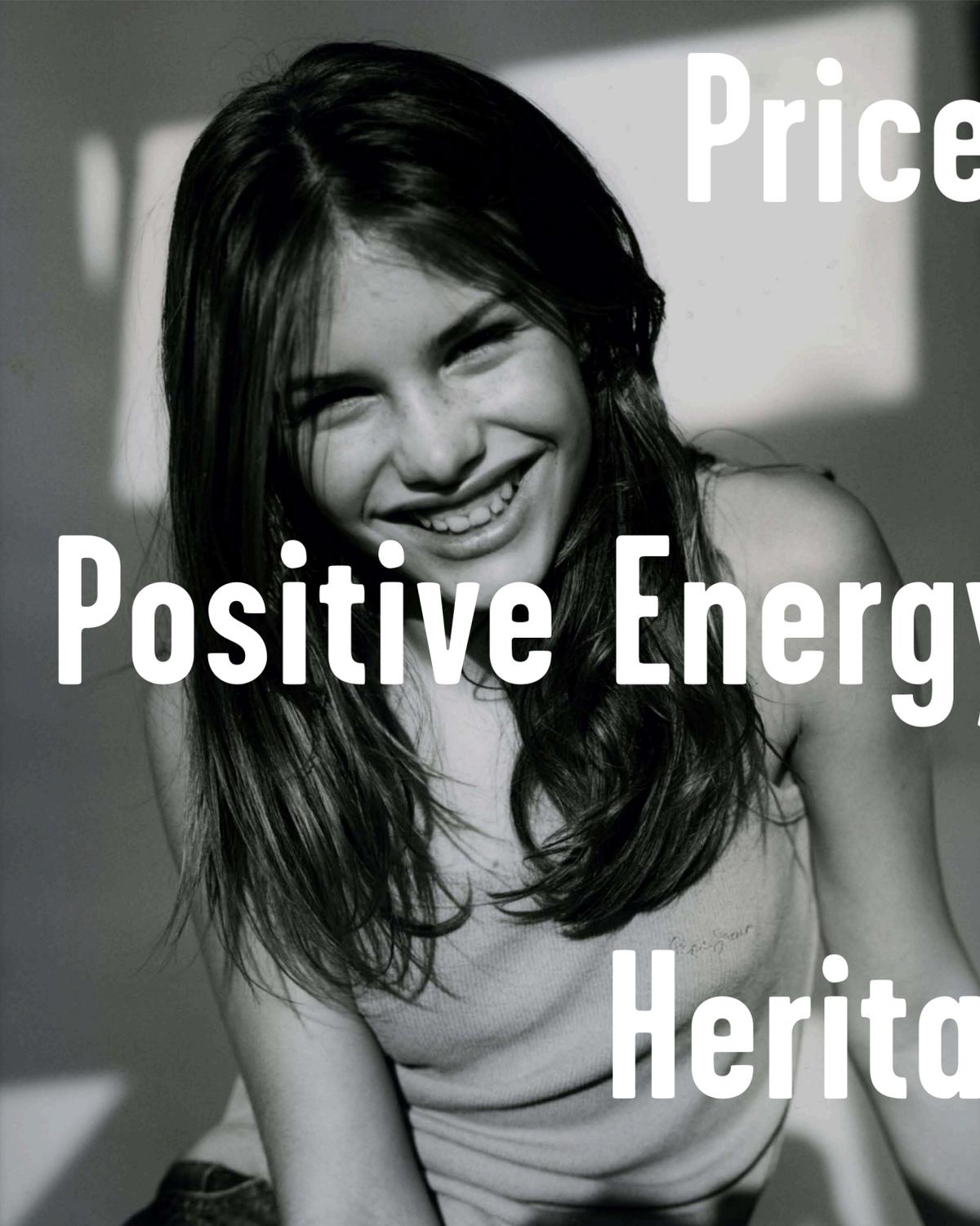
BRAND VALUE

Pepe Jeans
LONDON

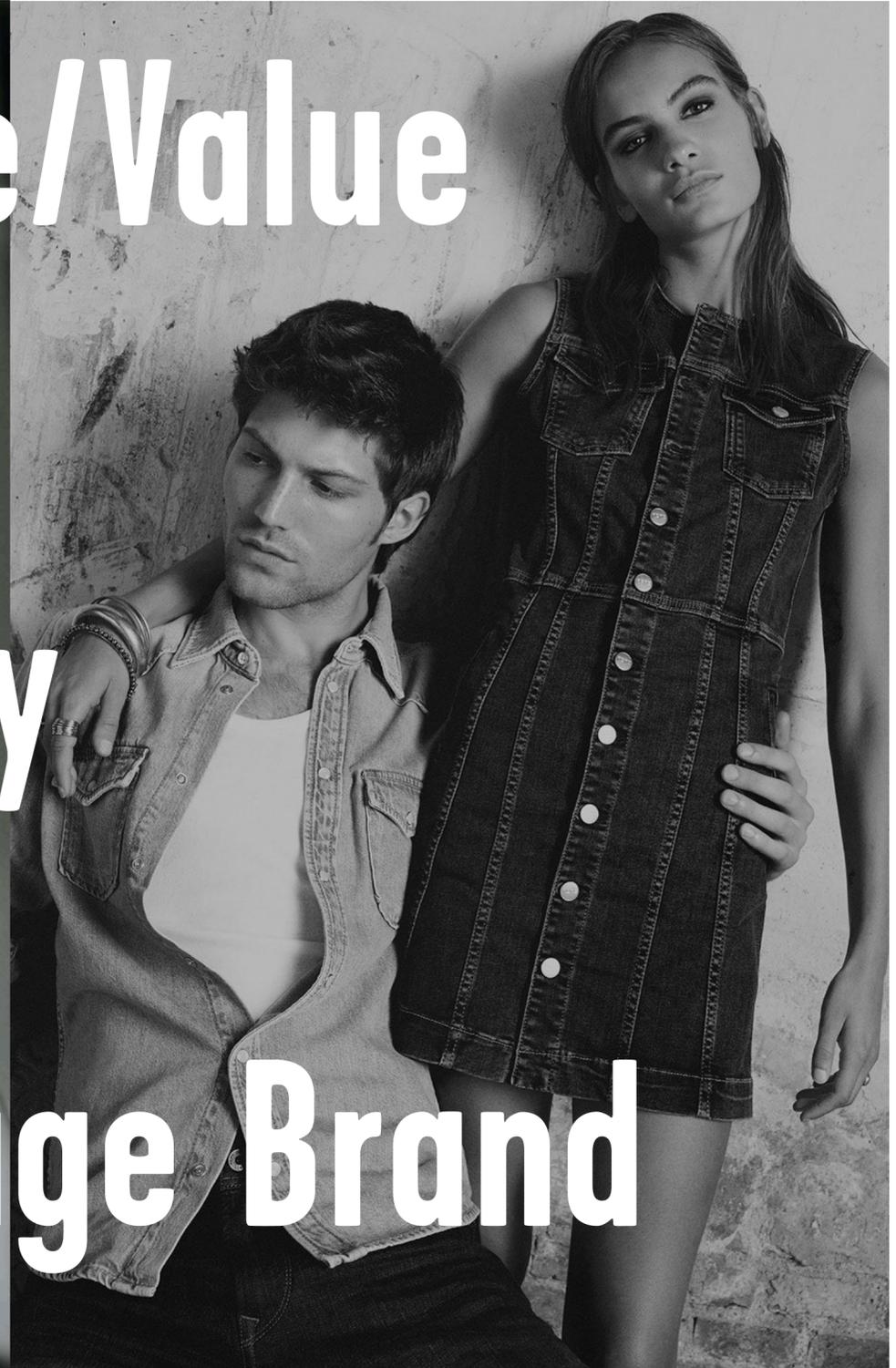


Quality

Lifestyle



Positive Energy



Price/Value

Heritage Brand

TARGET CUSTOMER



**Young Women and Men with
Personality**

**Who look for clothes that
inspire them to create their
own style**

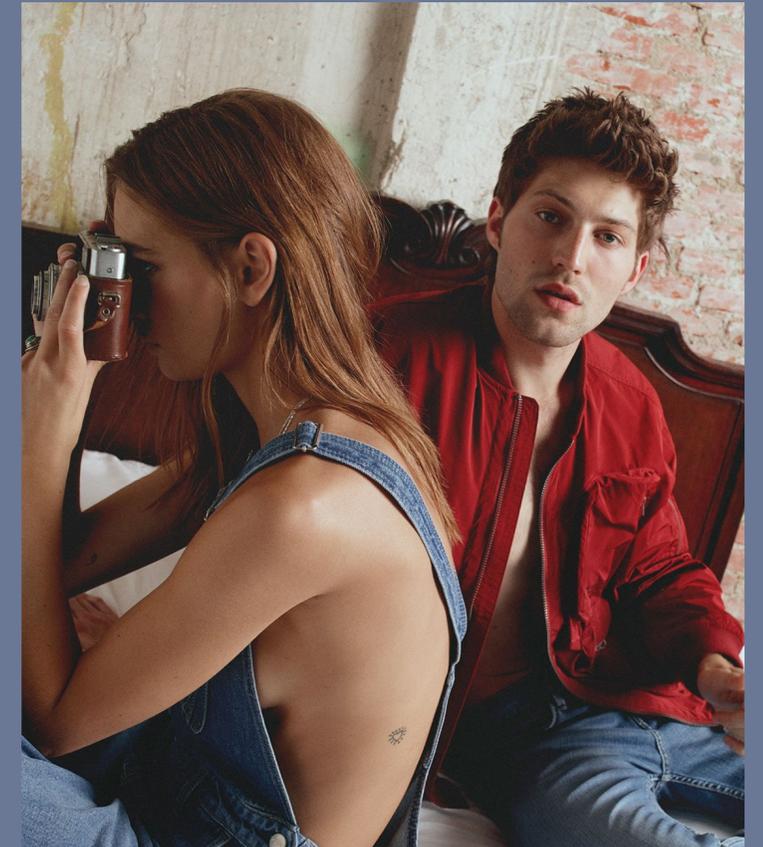
**With Active Social Life
and Open Spirit**

PEPE JEANS

BY NUMBERS

- **1973**, founded in Portobello, London
- Operating in **65** markets and ship to **130** countries
- **150** stores in Europe
- **MADRID** Global head office

Pepe Jeans
LONDON



BRAND POSITIONING

Brand positioning

FUNCTIONAL
Rational purchase



Aspirational lifestyle brand

EMOTIONAL

Brand positioning

ABOUT THE GROUP

All We
Wear Group



AW
WG

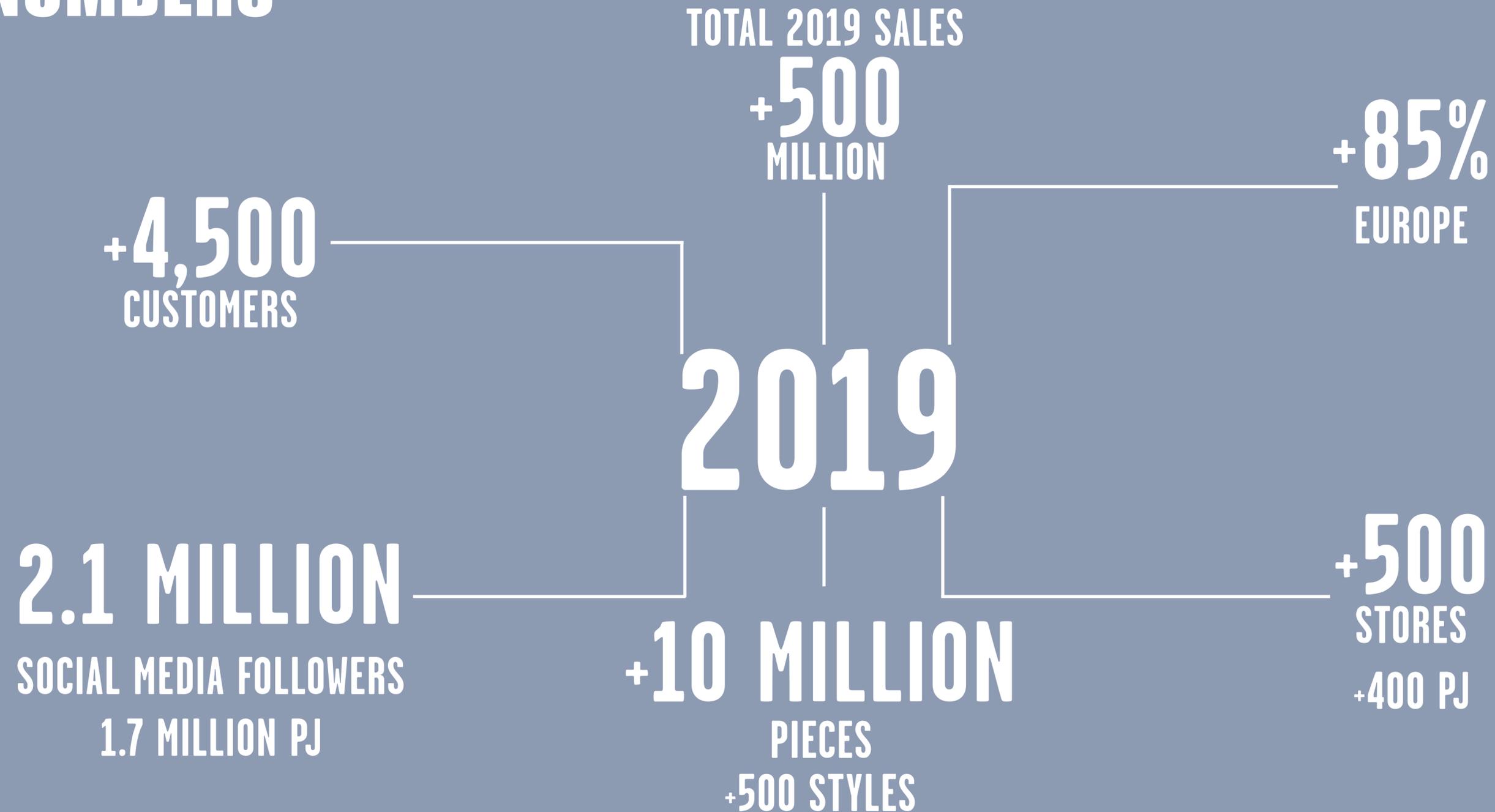
ALL WE WEAR GROUP

Pepe Jeans.
LONDON

Pepe Jeans, Hackett and Façonnable are part of the same group: All We Wear Group



ALL WE WEAR GROUP NUMBERS



ALL WE WEAR GROUP STRATEGY 2021

BRAND ENGAGEMENT

Focus on Digital Marketing
Go-to Market Strategy –E-com first

PRODUCT VALUE

Product Brand Codes/Identity
Quality-Value proposition

DISTRIBUTION

Expand 3rd party E-com partners
Focus on Retail Stores Profitability

STRATEGIC DIGITALIZATION

Continue E-com Growth & Investments
End-to-End digitalisation (3D Design,
Fitting)

PEOPLE & COMMUNITY

Adapt Organisation to New Business needs
Adapt to New Ways of Working

BRAND UPDATES

Pepe Jeans
LONDON

**Global
Turnover
473M**

WHSL 81%

DIRECT TO CONSUMER 19%
(Retail, Outlets, Concession and Ecom)

RETAIL VALUE
385M

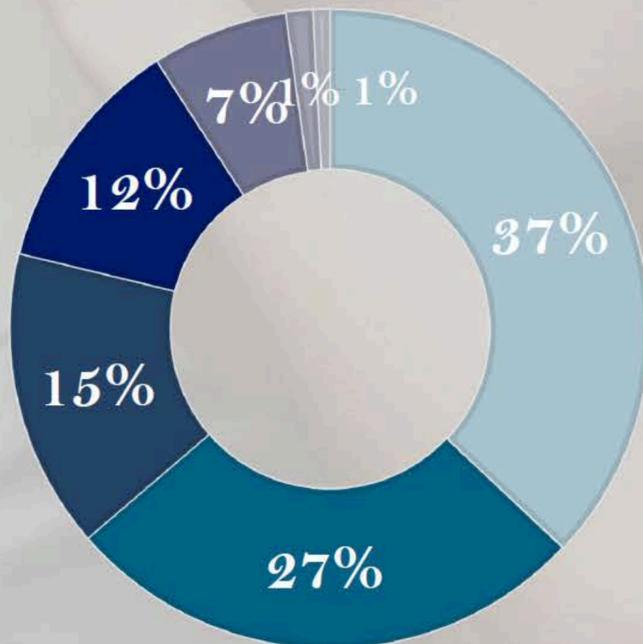
DOORS
4,977

SOLD IN
50 COUNTRIES

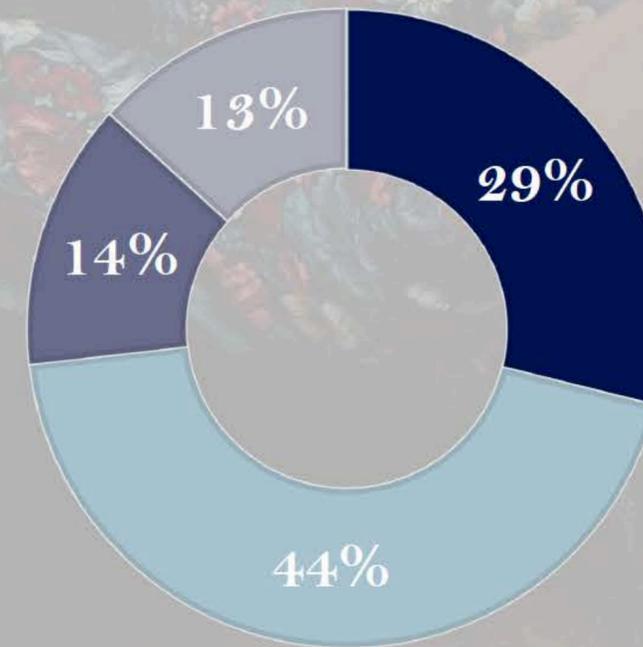
RETAIL NET SALES
88M

DOORS
196

SOLD IN
14 COUNTRIES



- Wholesale
- India
- Distributors
- Onliners
- Dept Stores
- Mexico
- Franchises



- FP
- Outlets
- Concessions
- ecom

DIGITAL GROWTH

YTD vs. LY, week 22 until 31st of Aug 2020; Net sales after returns

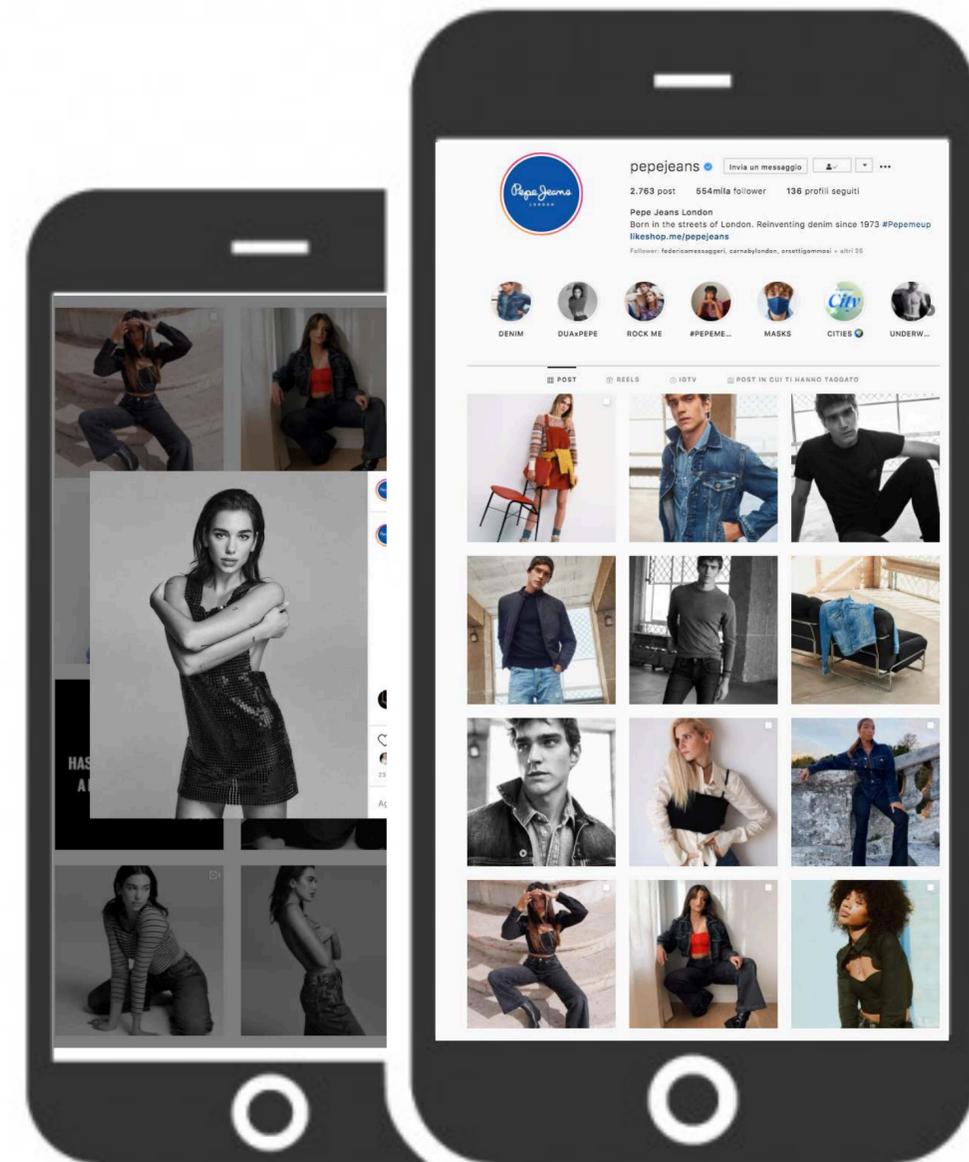
Pepe Jeans
LONDON

SALES **+71%**

TRAFFIC **+48%**

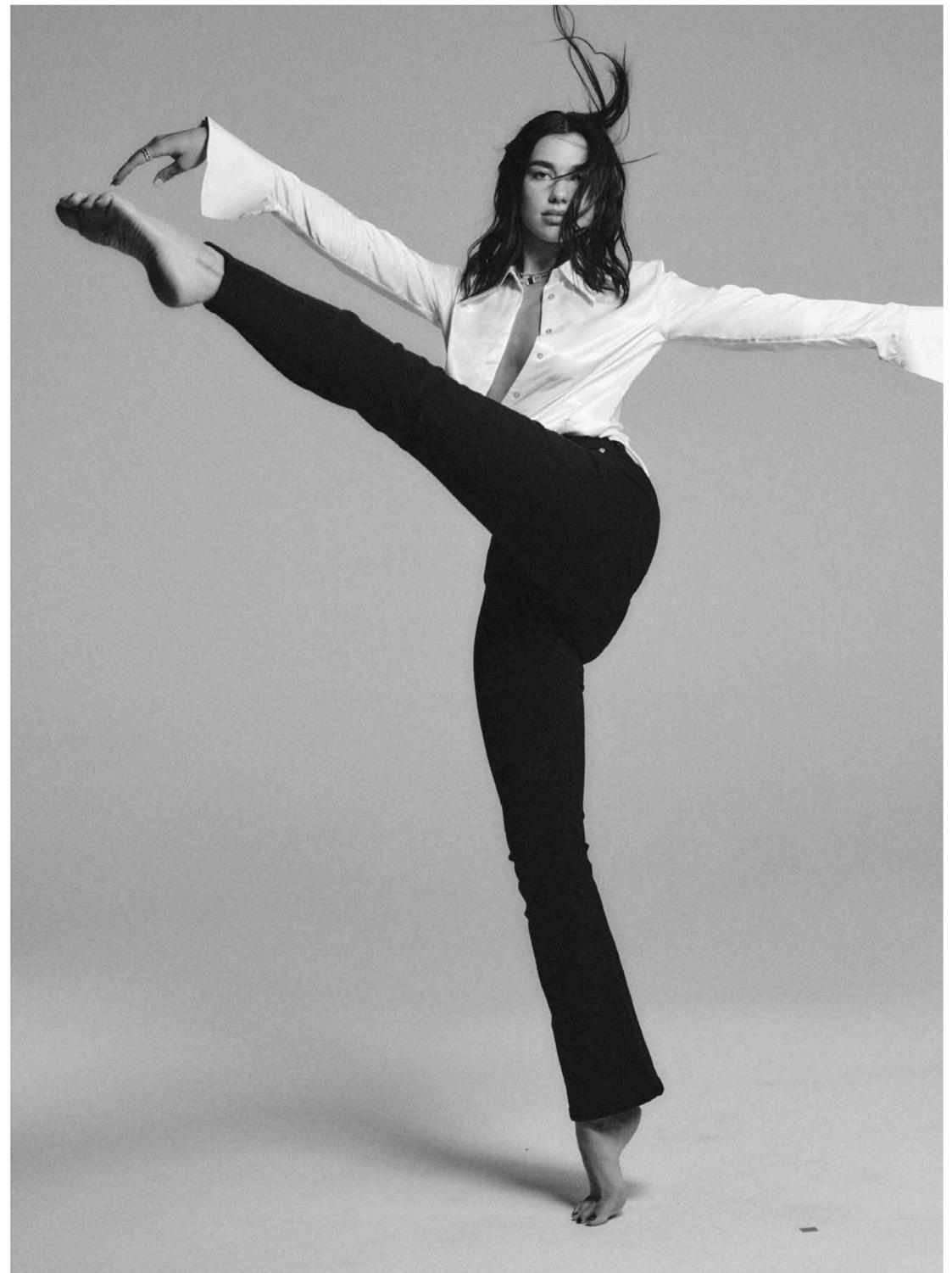
CONVERSIONS **+30%**

MKTG INVESTMENT **10 M EURO**



DUA LIPA NEW CAMPAIGN

Pepe Jeans
LONDON



DUA LIPA NEW CAMPAIGN

The Dua Lipa x Pepe Jeans AW20 Campaign will take you on a trip down memory lane.

Inspired by the rich history of denim, Dua brings back some of **the most iconic styles from the last decades.**

Fashion come and go, but jeans will always be a shape.

Each pair is produced using **Wiser Wash technology to reduce water consumption for greater sustainability.**



70'S

FLARES ARE BACK!
THE DECADE OF DISCO JUST
KEEPS ON GIVING!

80'S

WITHOUT DOUBT THE
BIGGEST HIT OF THE 80S
JUST ASK YOUR MOM!

90'S

NINETIES FASHION WAS ALL
ABOUT BAGGY PANTS AND
CROP TOPS, HIGH-WAISTED
JEANS WITH A WIDE LEG!

00'S

WE ALL HAD AT LEAST ONE
PAIR OF SKINNIES IN THE
NAUGHTIES: SUPER
STRETCHY AND BODY-
HUGGING!

10'S

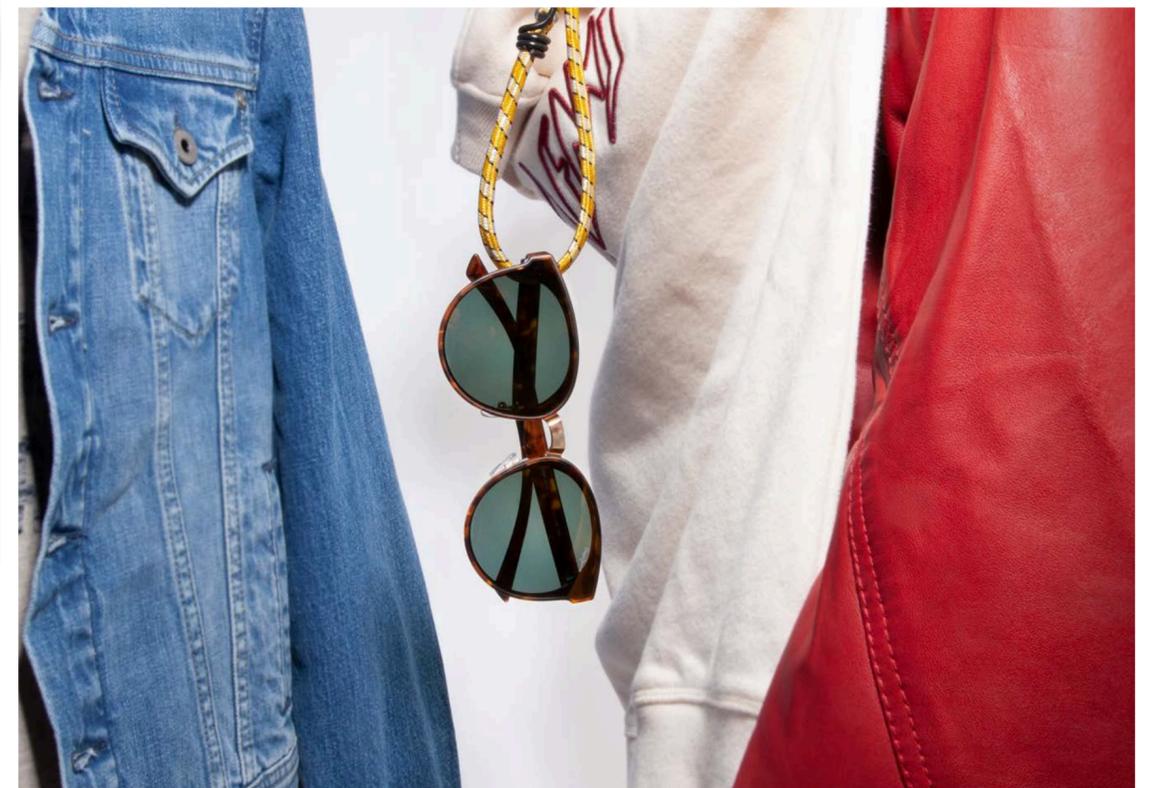
THE EASY BOYFRIEND
JEANS THAT DEFINED THE
LAST DECADE: LOW-WAISTED
JEANS TAPERED AT THE
LEG.

EYEWEAR

STILL LIFE IMAGES



**MORE IMAGES
AVAILABLE SOON**



EYEWEAR SS21 CAMPAIGN

COMING SOON

NEW POS

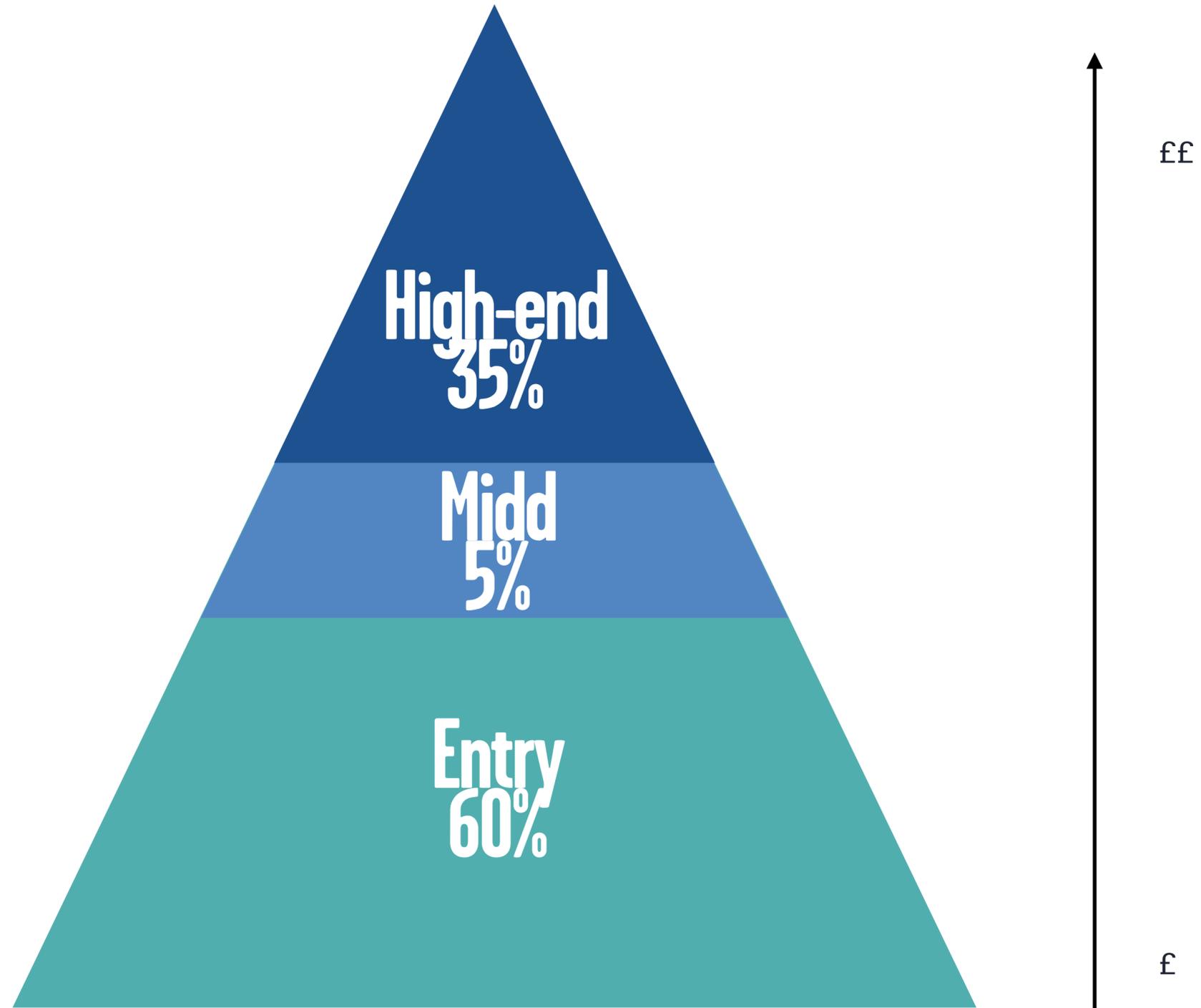


OPTICAL JAN & APRIL 21

COLLECTION OBJECTIVES

- To introduce a new ENTRY PRICE range keeping the quality that can help to push the sales
- PERFECT BALANCE between plastic and metal, Women's and Men's
- COMMERCIAL SHAPES all across the collection

PRODUCT HIERARCHY



WOMEN'S OPTICAL PRICE CHART

12 MODELS

PLASTIC



PJ3425



PJ3424



PJ3428



PJ3429



PJ3415



PJ3426



J3430



PJ3411

METAL



PJ1354



PJ1353



PJ1358



PJ1355

ENTRY

MID

HIGH-END

MEN'S OPTICAL PRICE CHART

10 MODELS

PLASTIC



PJ3427



PJ3431



PJ3432



PJ3433



PJ3434



PJ3412

METAL



PJ1359



PJ1357



PJ1356

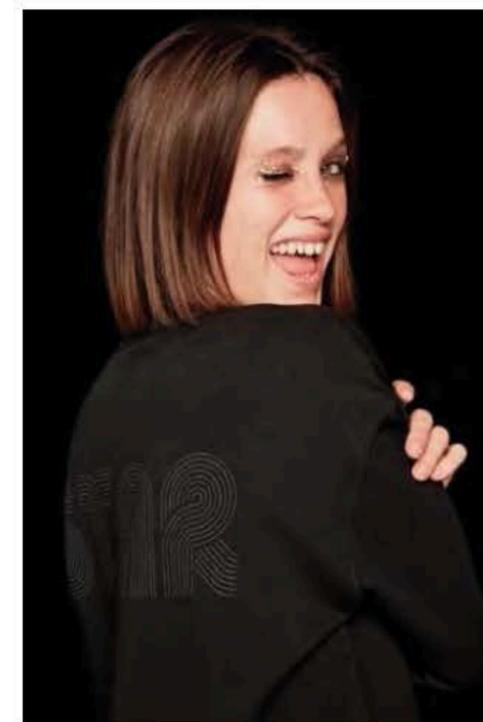
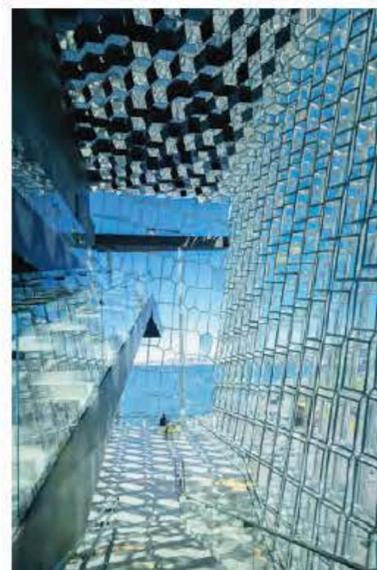


PJ1337

ENTRY

HIGH-END

PEPE WOMEN'S OPTICAL

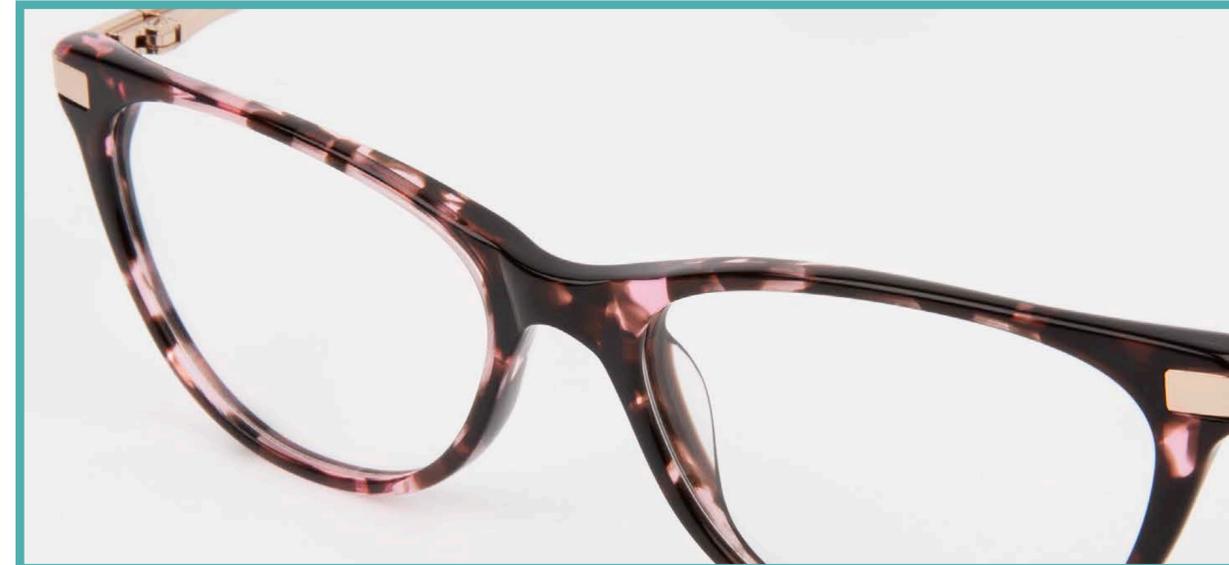


COLLECTION HIGHLIGHTS



ENTRY PRICE

Good quality product for both plastic and metal



MARBLE ACETATE

Rich acetate finishing



LASERED ETCHED PATTERN

inspired by denim stitching



SLIM LIGHTWEIGHT METALS

To allow more comfort

BACK TO ESSENTIAL



PJ3425



PJ3429



PJ3428



PJ3424



Good value for money: good quality product on entry price range

Front injected acetate (CP) material: more sustainable than traditional acetate as it reduces wastage

Very feminine colour options

BACK TO ESSENTIAL



PJ1353



PJ1354



PJ1358

Good value for money: good quality product on entry price range

Complementary shapes: to reach different kind of customers

Super light and very comfortable products



EYE STITCH



PJ1355



PJ3426



PJ3430



Complementary shapes: round, squared, cat-eye: to reach different kind of customers

feminine fashion forward feel: marble acetate

Lasered etched pattern: inspired by denim stitching

LOGOBLOCK

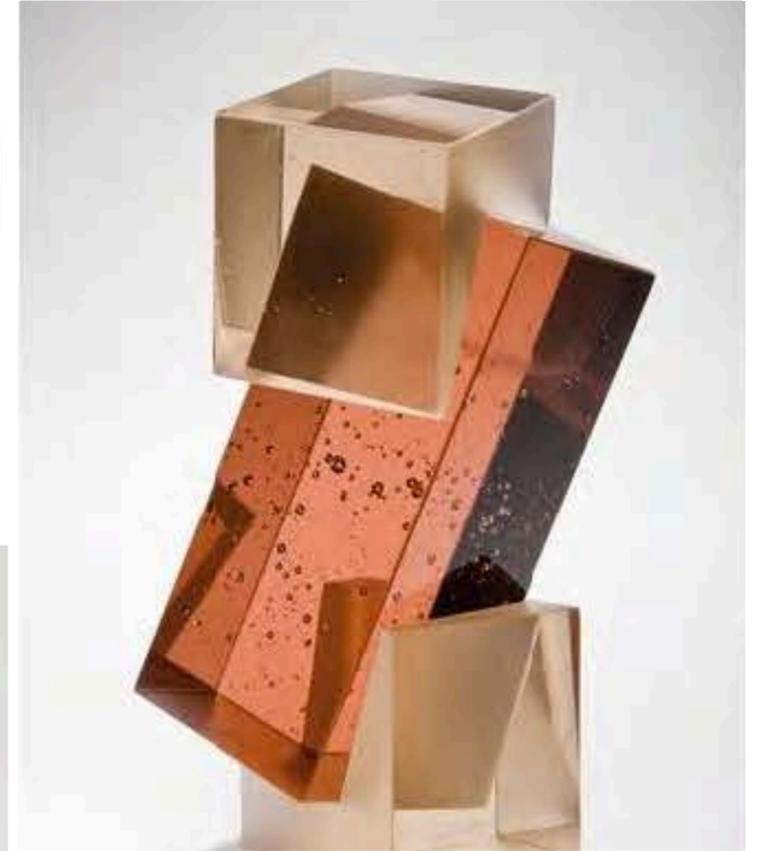


PJ3411

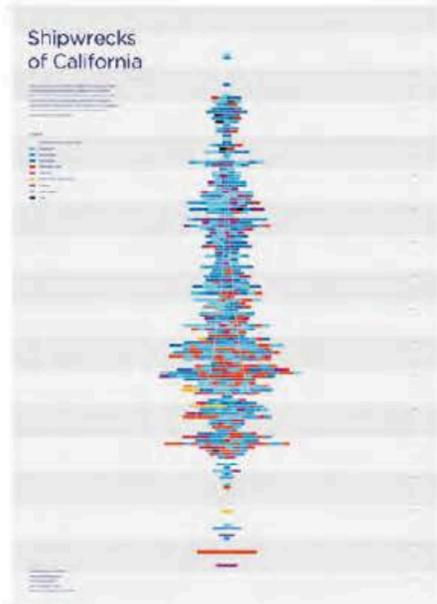
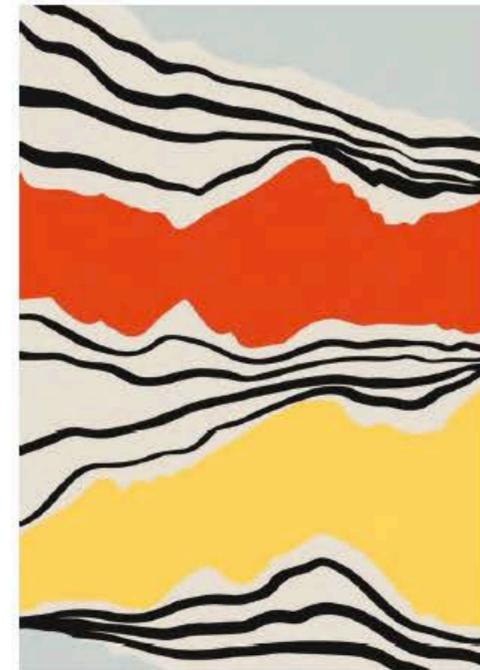
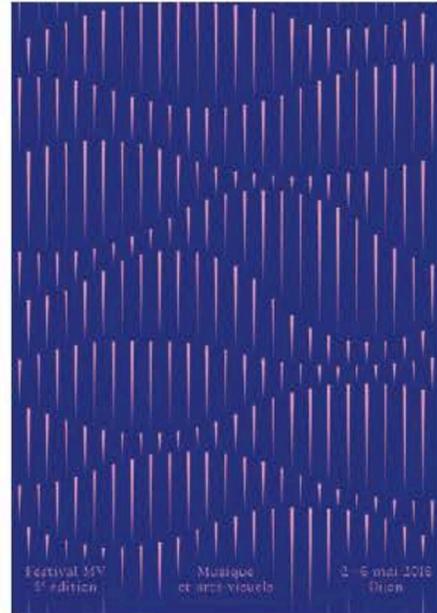
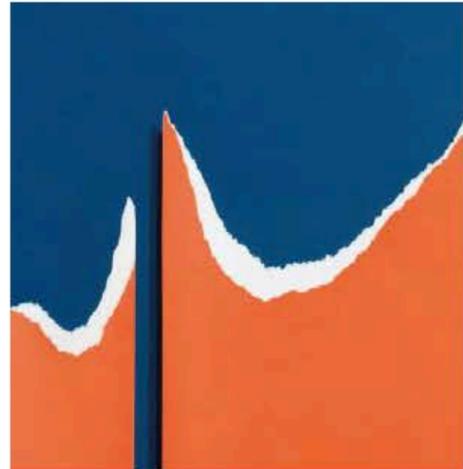
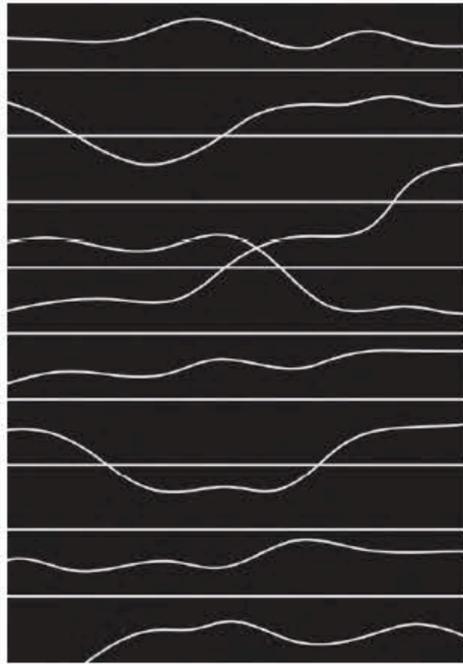


PJ3415

Design concept from Opt 2020 release
Commercial and easy-to-wear shapes
Pepe Jeans Logoblock



PEPE MEN'S OPTICAL



COLLECTION HIGHLIGHTS



ENTRY PRICE

Good quality product for both plastic and metal



INSIDE COLOUR

fun colour pops



TRIPLE LAYERED ACETATES

3 layer colour block acetate for a flash of colour



ENDTIP DETAIL

laser cutting end-tip detail
special technique to create contrast colour stripes

BACK TO ESSENTIAL



PJ3427



PJ3432



PJ3431

Good value for money: good quality product on entry price range

Front injected acetate (CP) material: more sustainable than traditional acetate as it reduces wastage

Commercial and easy-to-wear shapes



BACK TO ESSENTIAL



PJ1359



PJ1356



PJ3431

Good value for money: good quality product on entry price range

Complementary shapes: to reach different kind of customers

Super light and very comfortable products



SOUND WAVES



PJ3433

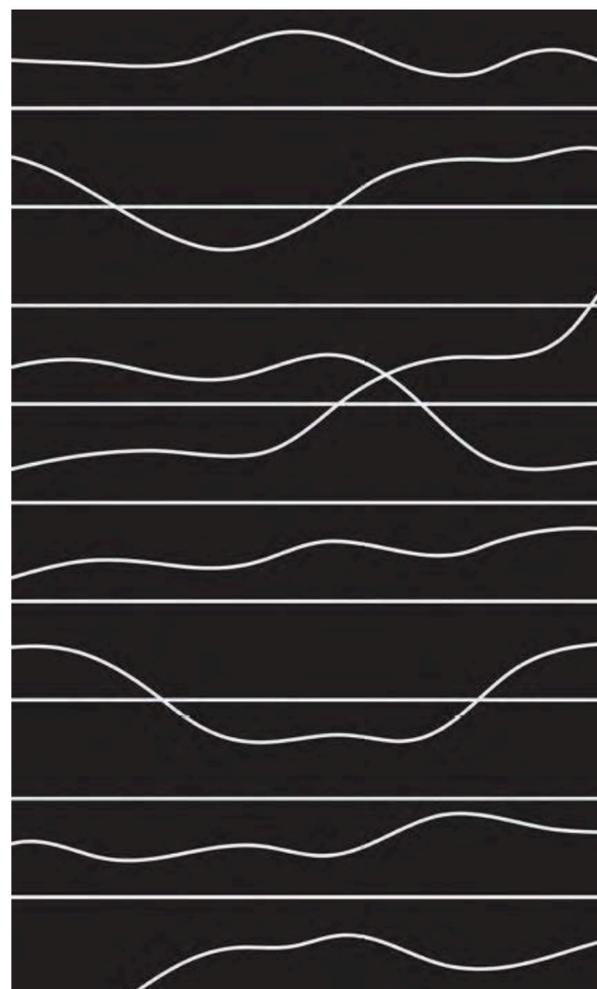
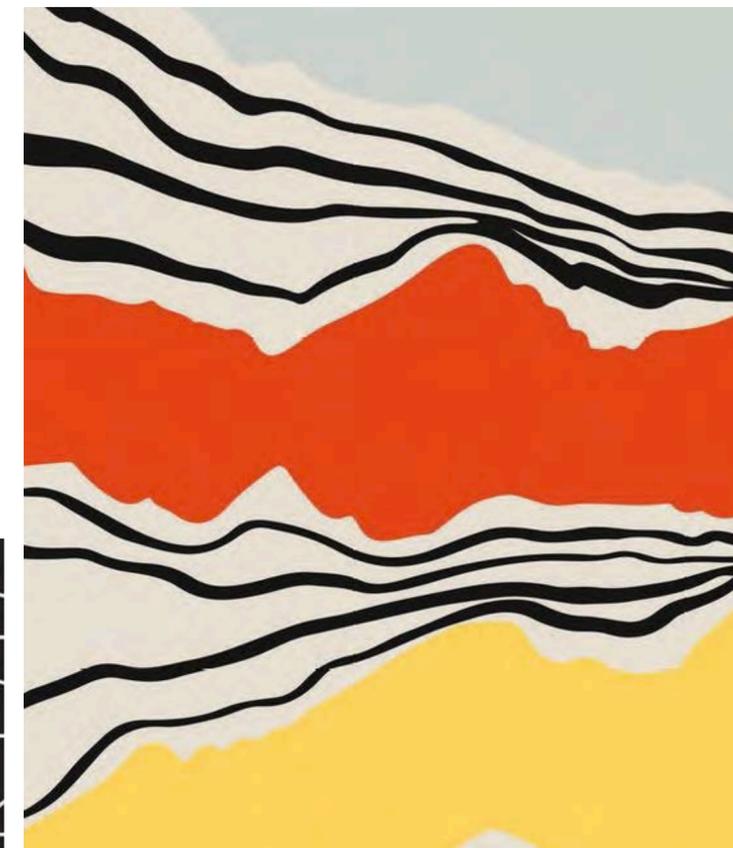


PJ3434

3 layer colour block acetate for a flash of colour: for a customer that doesn't want showing off

laser cutting end-tip: a special detail to elevate the perceive value of the product

Commercial and easy-to-wear shapes



COLOUR BLOCK



PJ3412



PJ1337

Design concept from Opt 2021 release
Commercial and easy-to-wear shapes
Customised temple acetate: link with PJ prints





THANK YOU!