

SHOES BY

Pepe Jeans®

L O N D O N

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Pepe Jeans[®]
LONDON



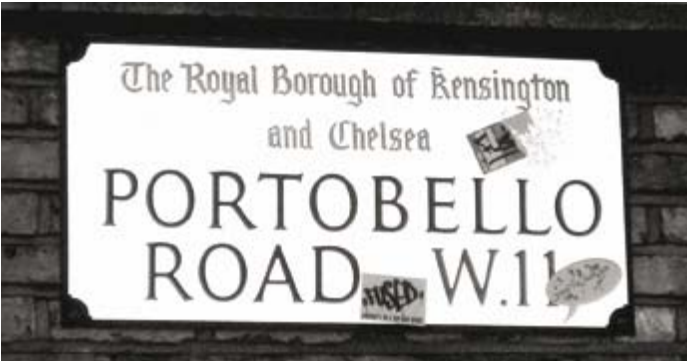
PORTOBELLO'S SPIRIT PEPE JEANS SPIRIT_

A 1973 Saturday // A humble place in the Portobello Road Market in London. Three brothers with a very simple project: to sell jeans. Their first customer decides to take a pair. They don't know it, but the dream has just begun.

Almost 40 years later // Pepe Jeans London establishes itself as one of the major denim brands worldwide. With presence in 60 countries on the five continents, it's sold in more than 7,000 stores worldwide, of which 300 are owned by themselves.

Pepe & Friends // Renowned for its iconic advertising campaigns, Pepe Jeans London has collaborated over the past 40 years with many well-known talents. We have had the pleasure to see these celebrities grow into what they have become today: Ashton Kutcher, Jason Priestley, Sienna Miller, Laetitia Casta, Fernando Torres, Cristiano Ronaldo, Alexa Chung, and guess who gave Kate Moss her first paid job?. All of these people have represented the face of the Pepe Jeans London brand over the years.

Pepe Jeans Footwear completes the Pepe Jeans London Universe // Fashion is a way of appreciating life, and a casual style and attitude. The footwear proposal matches perfectly with the "casual denim" and the "planned casual" trends: main characters of the brand. It shares the cosmopolitan, dynamic and creative spirit of that stall in the Portobello Road Market.



THE MOST SPONTANEOUS AND CASUAL FOOTWEAR_

After an exhaustive selection process, Pepe Jeans London has assembled a team specifically dedicated to the design, production and selling of shoes: Pepe Jeans Footwear. A group of professionals with an extensive and proven experience in the sector, which has become part of the structure of the brand, reinforcing and bringing new perspectives to it.

Footwear proposal is centred around the cool and casual style of the brand, contributing with details enriching and evolving the Pepe Jeans Universe. A **Cool Youthful Lifestyle** reflected in the high-quality styles aimed at young and fashionable people interested in buying trend at an affordable price.

Pepe Jeans Footwear is a direct compliment to the clothing line. An exciting way to accessorize a basic denim, or a more trend led outfit.





WHEN DENIM MEANS DESIGN_

Season after season, Pepe Jeans Footwear team, designs three different collections, created to be part of Pepe Jeans Universe: Woman, Man and Junior. The footwear collections are developed respecting a fine quality of materials, finishes and lasts and based on an urban cosmopolitan, and trendy concept.

Glamorous wedges, pumps, boots and heels of different heights represent the more feminine and trendy side of the brand. For the most daring girls, sexy look 73: studs on leather and exaggerated forms. For men, absolute black boots with metal details and mix of materials: a more aggressive

rock style, a total 73 style. For a more casual ambiance: beach thongs, funny sandals, dyed vulcanized sneakers with washed finishings together with a "retro logo" ... A whole "Portobello" look which stays true to the origins of the brand. The more traditional denim is reflected in our cowboy boots, manufactured

in soft leather uppers with stained or aged finishings and the multi strips sandals that create a unique look ... Six annual collections that provide a personal view of the latest trends. All fashion, all unique, all Pepe ...



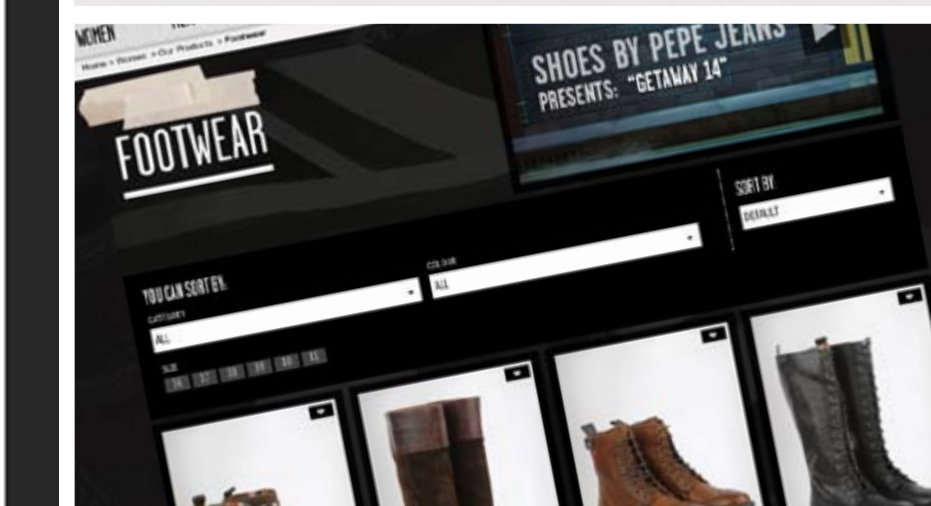
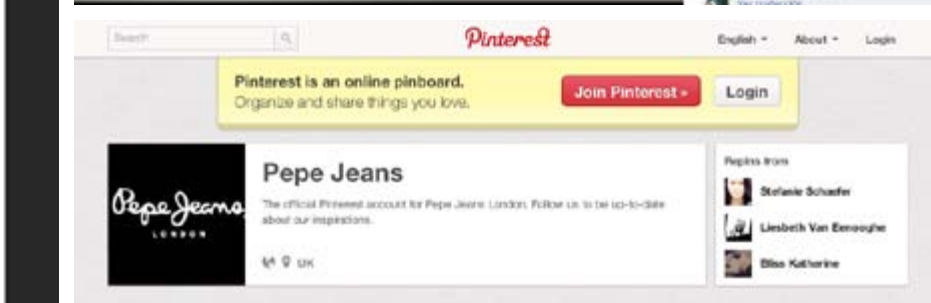
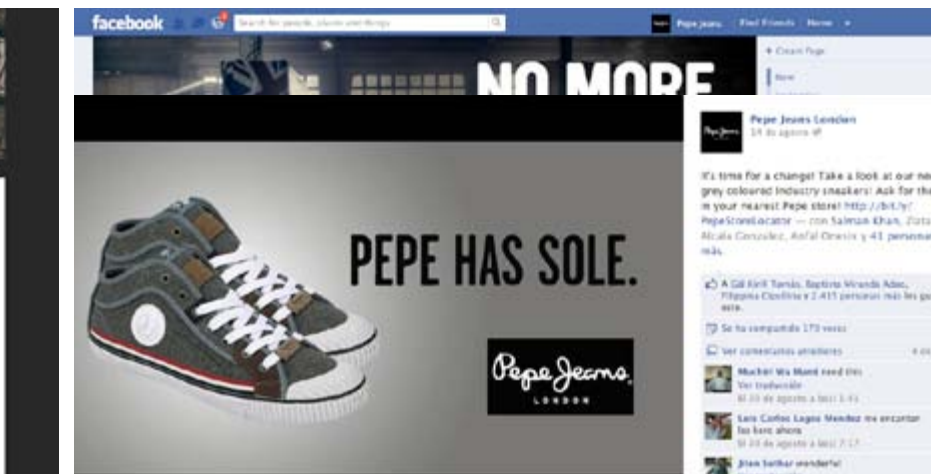


EVERYBODY TALKS ABOUT PEPE_

Every season, Pepe Jeans Footwear develops a strategic communication plan that includes the brand's presence in the media of the main markets. Also Pepe Jeans Footwear is supported by a network of press and public relations agencies located in the main fashion capitals promoting the brand in the most prestigious publications.

These actions are combined with POS offers and promotional materials available each season to support and reinforce our presence in the point of sale and consolidate the Pepe Jeans Footwear identity in the market.





PEPE ON LINE_

Pepe Jeans London is a denim-led fashion brand with a target market of 18-35 years old, up to date with fashion trends and who have a modern lifestyle and that includes new technologies.

Nowadays, the Internet and social networking sites are to fashion a vital communication channel.

Our corporate website pepejeans.com has a footwear section which includes information about the collection, footwear campaigns and e-shop. The Website is available in Italian, French, Spanish, English, German and Portuguese.

Every week we post contents about the footwear collection on social networks (Facebook, Twitter, Pinterest). This action makes possible to interact with the brand's fans and to continue making well-known our shoes in the world.



PEPE JEANS, TEAM PARTNER OF FORMULA ONE CHAMPIONS RED BULL RACING TEAM_

For Pepe Jeans London, the partnership with Red Bull Racing was always going to be a great fit. The team is youthful, energetic and dynamic; values that very much reflect our own. Our association began in 2009 and has become closer every year.

We were thrilled and proud to be beside Red Bull Racing when they and Sebastian Vettel won their second consecutive World Championships in 2011. Sebastian is the youngest champion in the history of Formula One and we're very excited to be associated with the records he and team-mate Mark Webber are rewriting at the very pinnacle of motorsport.

Like Pepe Jeans, Red Bull Racing's desire to become the best is a never-ending commitment. With dedication, teamwork, and boundless enthusiasm they have taken the fight to the giants of their world and they have won. Red Bull Racing share our ideals and spirit, and are the perfect partner for us.





SEE YOU AT THE FAIR!

Pepe Jeans Footwear has always been committed to maximizing its presence in the best fashion and shoe events of the world.

In the shows they present the new collections and surprise the visitors with an amazing staging. It's also one of the opportunities to meet the commercial partners, it's crucial to retain healthy communication to see first hand, the market needs. This interaction is also essential in the process of developing an attractive and efficient promotional proposal, tailor-made to the needs of each point of sale.

Every year Pepe Jeans Footwear participates in the most recognized fashion fairs as Bread&Butter Berlin, GDS Dusseldorf, MICAM Milán, Who's next Paris...



EVERYBODY LOVES PEPE_

Pepe Jeans Footwear has a wide commercial network, supported by representatives, agents and distributors, with presence in more than 35 countries in Europe, Asia and South America. They are part of a strategy that evolves every day, and that responds to a simple premise: Pepe chooses where it wants to be.



ONLY IN STYLISH STORES_

Pepe Jeans Footwear has presence in the most important points of sale, due to their wide chain of distribution based on Pepe Jeans London clothing establishments and on the shoe stores and the selected multi-brand apparel and department stores showing off the brand.

Stores with personality and style are the natural habitat of Pepe Jeans Footwear. The goal is not to be everywhere, but in those places that really make the difference.



Kalverstraat street store in Amsterdam.



Pepe Jeans Footwear S.L.

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