



Online Coverage
January – March 2013

SHOES BY
Pepe Jeans
LONDON

COOLTERY – SINGULAR FESTIVAL MILAN (THE WAVE PICTURES' CONCERT)

STYLES: PRESTON & MELTING

DATE: NOVEMBER 2012



SINGULAR.
ONE BAND ONE DATE ONE SPECIAL PLACE
WHAT YOU WILL WEAR FOR...
THE WAVE PICTURES'
CONCERT
NOVEMBER 23rd
MILANO
OFFICINE DEL VOLO

LOVE MUSIC. LOVE SINGULAR.



COOLTERY – FASHION (TREND ALERT: ANIMAL PRINT)

STYLES: ANAE & HACKNEY

DATE: DECEMBER 2012

Unleash your wild side with animal print

We've seen how animal print has been featuring in brand collections season after season, surprising us with their daring feline presence in all kinds of garments; coats, T-shirts, trousers, etc., and now the trend has reached our feet! And like every bold trend, it's pretty eye-catching, which makes it a bit difficult to match up with sometimes. So today we're going to give you some tips on how to wear animal print to perfection!

The important thing when putting your 'wild' look together is to make it subtle, to avoid having a mish-mash of colours. So you need to be aware that basic colours work best with leopard-print shoes, if you don't want to over-complicate things.

For day or night?

We've noticed 'It girl' [Olivia Palermo](#), a good example of how animal print should be worn, showing us a daytime look where she combines animal-print shoes with black trousers, going for a burgundy colour on top. Now, that's how you get a class look! Another good option is nude, mustard or orange colours, which also go really well with this trend.

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COOLTERY – FASHION (TREND ALERT: ANIMAL PRINT)

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COOLTERY – FASHION (TREND ALERT: ANIMAL PRINT)

STYLES: ANAE & HACKNEY

DATE: DECEMBER 2012

So, now that you know how to adapt the animal-print trend to your looks, it's time to get hold of a pair of our Hackney boots or Anae flat leopard-print ankle boots! Do you dare?

Anae Boots





COOLTERY – FASHION (TREND ALERT: ANIMAL PRINT)

STYLES: ANAE & HACKNEY

DATE: DECEMBER 2012

Hackney Boots



COOLTERY – ARTICLE

STYLES: ESSEX, HACKNEY & PIMLICO

DATE: DECEMBER 2012

The perfect coat is a coat for every occasion

We all know that fur coats are back in fashion, but with the Christmas festivities around the corner it's going to be a must-have in your wardrobe. Elegant and feminine, a fur coat will give any look a touch of sophistication, just ask your mother! It's another item that we've rescued this year from our mother's wardrobe, but few of us are daring enough to wear it. So leave your timidity aside and take a look at our three outfit proposals showing you how to wear the coat properly.

The office look

Giving a good image in the office is very important, although this may affect our creativity when trying to set a trend at work, and especially if we're just out of bed! So how do we put a look together with a fur coat? It's super easy! Choose a black fur coat, combine it with skinny black trousers and a white shirt, ankle boots and a handbag. Black and white never dies!



COOLTERY – ARTICLE

STYLES: ESSEX, HACKNEY & PIMLICO

DATE: DECEMBER 2012

The party look

Take advantage of the party nights to lend some colour to your fur coat, it'll give your look lots of character! Match a maroon coat with a lace dress, black boots and a mini shoulder bag and you're ready to wow them on the dance floor!



COOLTERY – ARTICLE

STYLES: ESSEX, HACKNEY & PIMLICO

DATE: DECEMBER 2012

The Rock-Chic look

If you feel like a true rock star and you're not reluctant to mix clothes or set a trend, then opt for a bicolour coat and combine it with leather mini-shorts, a T-shirt with print on the front, ankle boots and a handbag. Add a splash of colour to the grey days!





FACEBOOK – POST

STYLE: INDUSTRY

DATE: JANUARY 2013

**Pepe Jeans London**
28 de enero ❄️

Still don't own a pair of legendary Pepe Jeans Industry sneakers? Make the most of the sales and get them now for half the price! www.pepe.je/ans/industry



Me gusta · Comentar · Compartir 75

👍 A 1.163 personas les gusta esto.

**Mohit Stýle Phœñix Chaudhari** Whats d price?
28 de enero a la(s) 12:22 · Me gusta

**Luciano Anibal** stan bkn
28 de enero a la(s) 14:48 · Me gusta

**Martin Aparicio** Grande Pepe buena Linea de calzado
29 de enero a la(s) 0:47 · Me gusta

**Benjamin Bahamonde** LOS QUIERO! DONDE??!!
29 de enero a la(s) 1:38 · Me gusta

**LoLa Oualla** i prefer your uggs !
29 de enero a la(s) 4:15 · Me gusta

**Emma Fransony** *o* son bellos
29 de enero a la(s) 9:39 · Me gusta

SHOES BY
Pepe Jeans
LONDON

FACEBOOK – POST

STYLE: MESSY

DATE: JANUARY 2013

**Pepe Jeans London**
Hace 23 horas 

Cowboy ankle boots are girl's best friend for this Spring season! www.pepe.je/ans/messy



Ya no me gusta · Comentar · Compartir  51

 A ti y 1.181 personas más les gusta esto.

**Sroothiee Roarke Sundar** They look so smart !
Hace 23 horas a través del celular · Me gusta

**Vladislava Kalcheva** Sweet!
Hace 23 horas · Me gusta

**Anita Palada** Nice one
Hace 23 horas · Me gusta

**Sandra Santos** Adoro, são lindasssss
Ver traducción
Hace 23 horas · Me gusta

**Vaysyta Tobar** los amé 
Hace 23 horas · Me gusta

**何厚彬 B.E**
Hace 23 horas · Me gusta

COOLTERY – ARTICLE

STYLES: WEMBLEY, PIMLICO, PRESTON & HACKNEY

DATE: JANUARY 2013

5 pieces to buy in the sales and wear in spring

The sales have just begun and a lot of us are taking the opportunity to kit out our spring wardrobe. To get the best out of your buys we've selected a few 'must haves' at half price that you can wear in the next Spring-Summer season. So take note!

Asymmetric Skirt

Still don't have an asymmetrical skirt? This is your chance to get hold of one of the most 'it' items for half the price. Wear it in winter with a warm, snug sweater or in spring with a with a loose blouse. Get that bohemian look you desire!



COOLTERY – ARTICLE

STYLES: WEMBLEY, PIMLICO, PRESTON & HACKNEY

DATE: JANUARY 2013

Leather Skirt

The leather skirt is one of this season's staples, and it's certain to be still with us in spring and summer. So, what's the best way to wear it? Pair it studded boots and a grey jersey or blouse and you've got it!



COOLTERY – ARTICLE

STYLES: WEMBLEY, PIMLICO, PRESTON & HACKNEY

DATE: JANUARY 2013

Animal-print Shirt

Animal print will still be a hit in spring. And it's now more affordable than ever, so get yourself this leopard-print blouse. Although you won't get much wear out of it now because of the cold, by the time spring comes around you'll be glad you got it ;)



COOLTERY – ARTICLE

STYLES: WEMBLEY, PIMLICO, PRESTON & HACKNEY

DATE: JANUARY 2013

Miniskirt and nude jersey

Nude continues to be popular after several seasons in our wardrobes. This wool miniskirt is a perfect example of this trend! Combine it with a blouse in pastel colours to get a really springtime look!





COOLTERY – ARTICLE

STYLES: WEMBLEY, PIMLICO, PRESTON & HACKNEY

DATE: JANUARY 2013

Burgundy Leather Jacket

Just when you least expect it you'll be swapping your coat for a leather jacket like this. Be one step ahead of spring and make the best of the Pepe sales to get a biker-style leather jacket in the season's must-have colour: burgundy!





COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13

DATE: FEBRUARY & MARCH 2013

“Love at first sight”, a film by Pepe Jeans London

When Industry met London for the first time it was just your typical day when nothing much happens. He settled into his usual corner, picked up his paintbrush and set to work. Suddenly his attention was diverted to the perfect silhouette of a sandal. They weren't just any ordinary type of sandal though, but the epitome of elegance itself, dressed in a flattering print of stars, and so high that they almost reached them: it was love at first sight for London.

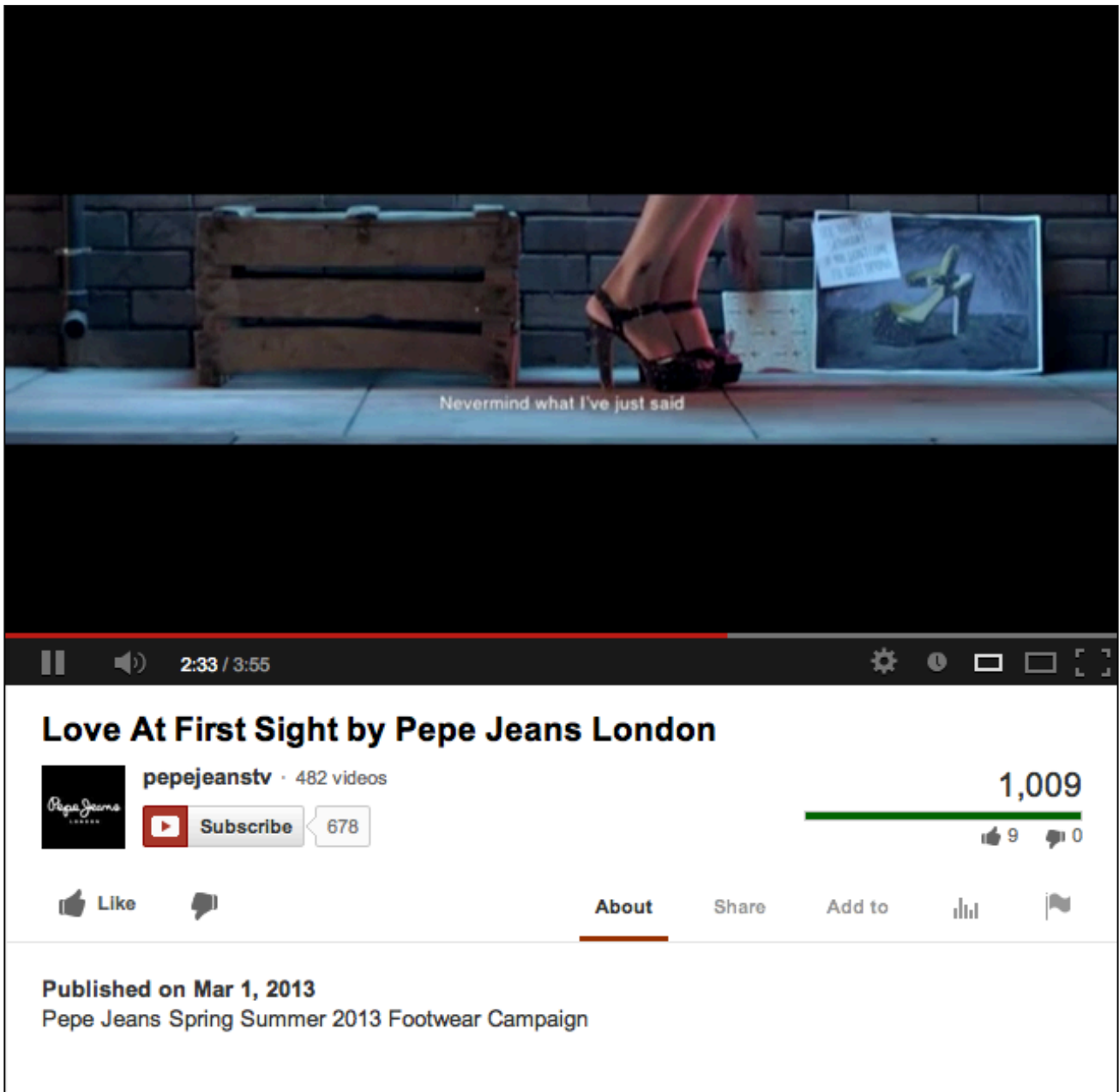
But, as in all these story tales, he didn't know who she was and she was unaware of the feelings she had awoken in him. So the days went by and Industry continued to take up position in the same corner, hoping she would appear at any moment. He didn't know her name but that first impression had been enough to inspire a new portrait.

When it looked like it would be a story without an ending, London decided to make a move and turned it around 360 degrees. Can you guess how their love story ends? Here's a clue: don't be blinded by the flashes – follow them, because they too have a lot to say.




COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13



DATE: FEBRUARY & MARCH 2013









The video player shows a scene with a person's legs in black high-heeled sandals standing on a sidewalk. To the left is a wooden crate, and to the right is a framed picture of a yellow high-heeled shoe. A subtitle at the bottom of the video frame reads "Nevermind what I've just said". The video progress bar is at 2:33 / 3:55.

Love At First Sight by Pepe Jeans London

 pepejeanstv · 482 videos

1,009  9  0



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Pepe Jeans Spring Summer 2013 Footwear Campaign




COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13


DATE: FEBRUARY & MARCH 2013


**Pepe Jeans London**
20 de febrero 



An unknown artist has drawn the lost shoe of his beloved on this canvas. But our portrayed beloved is not like your typical Cinderella, she intends to surprise her painter. If you want to know how, stay tuned for the new short film "Love at First Sight".





He drew her shoe...

Ya no me gusta · Comentar · Compartir  17

 A ti y 354 personas más les gusta esto.

**Harneet Kaur** wow.
20 de febrero a la(s) 17:18 · Me gusta ·  1

**Diwakar Singh Chauhan** nic
27 de febrero a la(s) 13:50 · Me gusta ·  1



COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13

DATE: FEBRUARY & MARCH 2013

**Pepe Jeans London**
22 de febrero

Our London shoes play the leading role as a 21st-century Cinderella in the new short film "Love at First Sight", with their shoe companions from the Spring/Summer 2013 collection as supporting actors. Don't miss it!



Ya no me gusta · Comentar · Compartir 130

A ti y 2.146 personas más les gusta esto.

**Kinder Bueno** nomreviz bilinmeden suretli yazıwmaq qizlar ucin cox guvenli ve etibarli Whatsapp Azerbaijan
22 de febrero a la(s) 11:48 · Me gusta

**Sushmita Das** awesome....
22 de febrero a la(s) 11:49 · Me gusta

**Victoria Fotea** Awww
22 de febrero a la(s) 11:49 a través del celular · Me gusta

**Kika Pušeljić**
22 de febrero a la(s) 11:50 · Me gusta


**Ivana Milošević-Živković** <3<3
22 de febrero a la(s) 11:51 · Me gusta

**Valérie Rustarazo**
22 de febrero a la(s) 11:51 · Me gusta

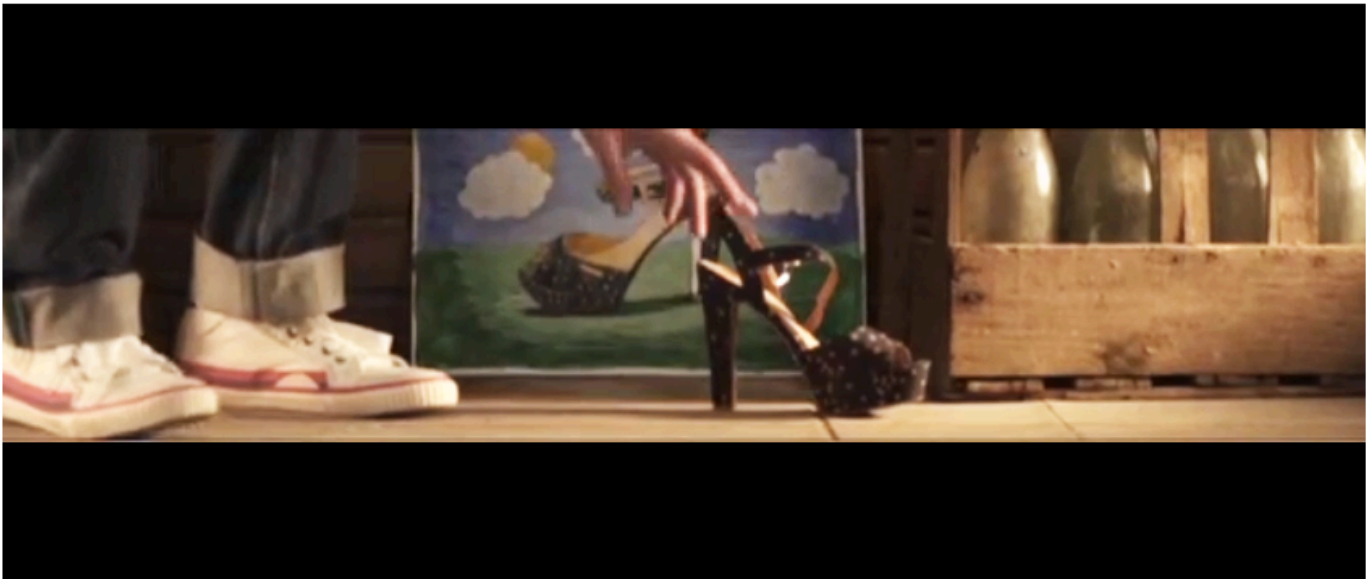


COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13

DATE: FEBRUARY & MARCH 2013


**Pepe Jeans London**
27 de febrero


Still haven't seen the new love story featuring our shoes from the Spring/Summer 2013 collection? Our Industry and London shoes bring life to this short film entitled "Love at First Sight". Click here to check it out! <http://pepe.je/ans/LoveAtFirstSight>



Ya no me gusta · Comentar · Compartir 17

A ti y 421 personas más les gusta esto.

**For Fashion Lovers** VERY NICE
27 de febrero a la(s) 22:28 · Me gusta

**Mascha Kova** lovely!
1 de marzo a la(s) 11:32 · Me gusta



COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13

DATE: FEBRUARY & MARCH 2013

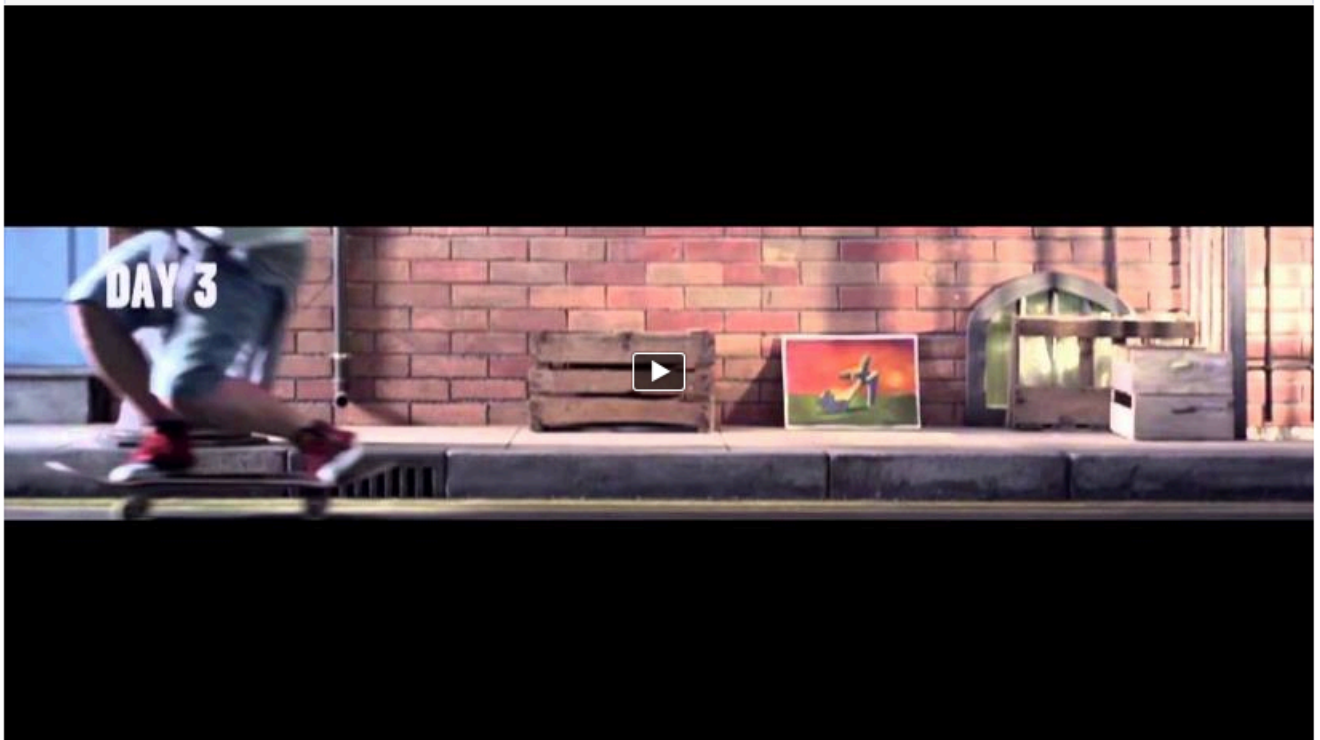


Pepe Jeans London compartió un enlace.
1 de marzo

Check out our new short film entitled "Love at first sight" featuring our shoes from the Spring/Summer 2013 collection!

Love At First Sight by Pepe Jeans London
pepe.je

Pepe Jeans Spring Summer 2013 Footwear Campaign



Ya no me gusta · Comentar · Compartir

22

A ti y 154 personas más les gusta esto.

Ver los 6 comentarios



COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY SS13

DATE: FEBRUARY & MARCH 2013

**Pepe Jeans London**
4 de marzo

The best songs have been inspired by love stories! Listen to the Harry sneakers narrate this tale entitled "Love at First Sight" in the form of a catchy song. Be careful though, you could get hooked. <http://pepe.je/ans/LoveAtFirstSight>



Ya no me gusta · Comentar · Compartir 116

 A ti, Javier Iguador Burgos, Elsa Charanton y 2.135 personas más les gusta esto.

**Tedjeddine Hauts D'seine** *.*
4 de marzo a la(s) 12:56 · Me gusta ·  1

**Hana Chalupová** ❤️
4 de marzo a la(s) 13:01 · Me gusta

**Asraf Gegeh** pm
4 de marzo a la(s) 13:09 · Me gusta

**Maria Guerrero Soto** Super
4 de marzo a la(s) 13:12 · Me gusta

**Edwin Jimenez** great to buy.....
4 de marzo a la(s) 13:13 · Me gusta

**Andrik Kingston** Cool !!!
4 de marzo a la(s) 13:21 · Me gusta



FACEBOOK – COLLAGE

STYLE: LONDON

DATE: MARCH 2013

**Pepe Jeans London**
Hace 17 horas ✨

¡En Pepe Jeans nos adelantamos a la Primavera con nuestra colección de pantalones! Encuentra tu estilo y atrévete con los tonos que se llevarán esta temporada:
<http://pepe.je/ans/pantsSS13>

A collage of three images showing a model wearing different styles of Pepe Jeans pants. The first image shows the model from the back, wearing a white t-shirt and patterned pants. The second image shows the model from the front, wearing a white t-shirt with a colorful floral pattern and red pants. The third image shows the model from the side, wearing a white t-shirt and light blue jeans. All three images show the model wearing black high-heeled shoes.

Me gusta · Comentar · Compartir 16

👍 A 192 personas les gusta esto.



FACEBOOK – COLLAGE

STYLE: LONDON

DATE: MARCH 2013

**Pepe Jeans London**
lunes ❄️

¿Te atreves con un unos pitillo Union Jack? Combínalos con camisa denim y taconazos de vértigo. ¡Estarás de 10!

Camiseta Luffs: www.pepe.je/ans/luffs
Camisa Lorena: www.pepe.je/ans/lorena_ss13
Pantalones Gobstopper: www.pepe.je/ans/gobstopper
Cinturón Blancky: www.pepe.je/ans/blancky
Zapatos London 3: www.pepe.je/ans/london3



Me gusta · Comentar · Compartir  12

 A 147 personas les gusta esto.

**Camila Figueroa** love the pumps!!
El lunes a la(s) 18:41 · [Me gusta](#)

**Sonya Gomez** Como me gusta!!!!lo kiero todo todo...
El lunes a la(s) 20:23 a través del celular · [Me gusta](#)



FACEBOOK – COLLAGE

STYLE: BRITT

DATE: MARCH 2013

**Pepe Jeans London**
15 de Marzo ❄

¡Nuestros niños también quieren desprender estilo en fin de semana! Encontrad este look en nuestra tienda online:

Cazadora Alex: www.pepe.je/ans/alex
Polo Raff: www.pepe.je/ans/raff
Camiseta Aladin: www.pepe.je/ans/aladin
Pantalón Barden: www.pepe.je/ans/barden
Zapatillas Britt 8: www.pepe.je/ans/britt8



Me gusta · Comentar · Compartir  3

 A 120 personas les gusta esto.

**Timberly Victoriatimberly Castro Mera** Las mejores prendas pepe jeans london
15 de Marzo a la(s) 15:04 · Me gusta ·  1



FACEBOOK – POST

STYLE: CHARLES

DATE: MARCH 2013

**Pepe Jeans London**
18 de Marzo 

Suede shoes, just right for keeping your feet snug before the warm spring days reach us: www.pepe.je/ans/charles



Me gusta · Comentar · Compartir  34

 A 841 personas les gusta esto.

 Ver 12 comentarios más

**Elvira Anzidei Pierluigi Urgesi**
Ver traducción
19 de Marzo a la(s) 14:03 · Me gusta

**Adeel Sheikh** Looking and designed excellent
22 de Marzo a la(s) 21:42 a través del celular · Me gusta

SHOES BY
Pepe Jeans
LONDON

FACEBOOK – POST

STYLE: ST JAMES

DATE: MARCH 2013

**Pepe Jeans London**
lunes

This spring... let your sandals do the walking! Not only are our St James 2 shoes really comfortable, they make your legs look wonderful! www.pepe.je/ans/stjames2



Ya no me gusta · Comentar · Compartir 55

👍 A ti y 954 personas más les gusta esto.

**Magali Bailly** J'adooore!!!!
[Ver traducción](#)
El lunes a la(s) 16:04 a través del celular · Me gusta

**Georgia Papadopoulou** I love them!!!!!!
El lunes a la(s) 17:11 · Me gusta

**Sandrine Zammit** je les ve
[Ver traducción](#)
El lunes a la(s) 18:47 · Me gusta

**Theo Bosma** I'm Lovin' It
El lunes a la(s) 19:45 · Me gusta

**Vanessa Fernández Bueno** Me encantan.
El lunes a la(s) 22:30 · Me gusta

**Aditi Gupta** is it available in stores
Ayer a las 7:25 · Me gusta