



October Newsletter

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I. Marketing

Harper's Bazaar & Andy Warhol

During all summer we have had T-shirts from the Warhol collection exposed along with some original works he did in the past for Harper's Bazaar in one of the coolest terraces of the center of Madrid.

Combining the great views of the city from the terrace with its nice swimming pool were our t-shirts. No one could miss them.

For celebrating the exposition, Harpers Bazaar organized a party at the Roomate Oscar Hotel, where the expo was held, and where we were present as well. Lots of people, including some celebrities, came to the party with the barmen wearing our T-shirts.

Here you have a coverage from the magazine itself with lots of photos.





Footwear: GDS Düsseldorf Fair SS11

Pepe Jeans London has always been committed to maximize its presence in the best Fashion and shoe events of the world. That's why last weekend Pepe Jeans London launched its new collection Spring Summer 2011 at the international shoe fair GDS in Düsseldorf and surprised the visitors with amazing styles.



For the SS11 collection, Pepe Jeans London reinvents footwear itself making denim its starry component. Denim fabric, ecologic cotton, vegetal leather, canvas...natural materials taking part in the creation of a “denim atmosphere”.

L O N D O N

GDS Düsseldorf Fair SS11



II. RETAIL

- New stores

➤ Rome

Rome, Italy
Open 28-08-10



L O N D O N

Rome, Italy
Open 28-08-10



II. F1

26-09-2010

Singapore



Red Bull scores another one-two in Suzuka!

Another fantastic one-two for our Red Bull drivers during the F1 Japanese Grand Prix celebrated in Suzuka.

Our drivers secured the front row in the qualifying session, celebrated only a few hours before the race after the suspension due to the heavy rain in Suzuka, and then converted that into a one-two finish. As expected, nobody could challenge the Red Bulls extremely strong during the whole race. Sebastian Vettel, first from the grid, had complete control of the race and managed to defend his privileged position from the first turn till the end keeping Webber's challenge under control as the Australian in turn kept Ferrari's Alonso at bay.

This is Sebastian Vettel's third triumph of the season, who moves now into joint second place with the Alonso, each on 206 points.



Vettel is the 2010 F1 World Champion!!!

What a wonderful victory! An unbelievable outcome for this 2010 Formula One season. Our driver Sebastian Vettel becomes the youngest-ever champion after a superb drive in Abu Dhabi which saw him beat off the title challenges of Ferrari's Fernando Alonso and team-mate Mark Webber.

Vettel's victory at the Yas Marina Circuit completes a double-winning season for Red Bull Racing, after we scooped the Constructors' Championship last weekend in Brazil. Vettel pipped Alonso to the title by just four points, while Mark ends a successful season third in the drivers' rankings ahead of the McLaren pairing of Lewis Hamilton and Jenson Button. Pepe Jeans is hugely proud to be sponsor of the world's best F1 team and the winner of the 2010 F1 Drivers' Championship!

Thank you all. And see you next year for another amazing F1 season!

IV. ADVERTISING

- November press and outdoor campaign
- Outdoor campaigns photos

November Press Campaign

In November we will be in these magazines

Austria: Miss, Woman and Material girl.

Bulgaria: Cosmopolitan and Maxim.

Czech Republic: Elle, Cosmopolitan and For Men.

France: Numero Homme, Vogue Homme, Jalouse and Wad. Milk (kids)

Germany: X-Ray.

Holland: Link.

Italy: Glamour, Urban, BMM, What's Up and Rolling Stone. Vogue Bambini(Kids).

November Press Campaign

In November we will be in these magazines

Mexico: Elle, Warp and In Style. Quien (kids)

Portugal: GQ, Guias Convida and Neo2. Moda Criança (Kids)

Spain: Glamour. Vogue niños and Telva niños (Kids).

Slovenia: Bella Donna.

Switzerland: Address and Open.

- *Footwear*:

- **Italy**: Marie Claire

November Outdoor Campaign

Czech Republic: Prague and Brno backlights in the City

France: CLP's in Lyon and Toulouse from the 20th until the 26th October and in Le Havre from the 27th until the 2nd Nov.

Germany: Columns in Hamburg from Nov 6th until the 12th.

Outdoor campaigns

Poland



Outdoor campaigns

Paris



Outdoor campaigns Holland



Outdoor campaigns Berlin



Outdoor campaigns

Munich



Outdoor campaigns Portugal



L O N D O N

Outdoor campaigns London



Clippings

Selection from different countries

Aug-Sep

Women



France



Greece



Germany



India





Czech Rep.



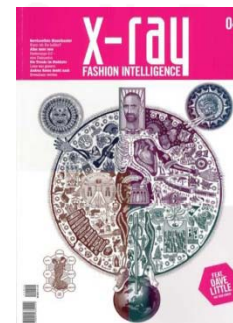
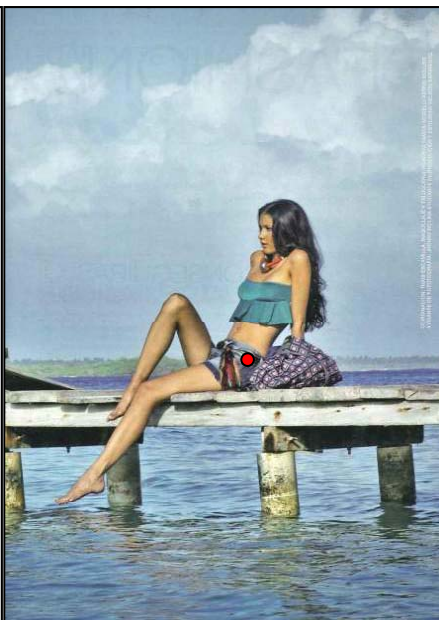
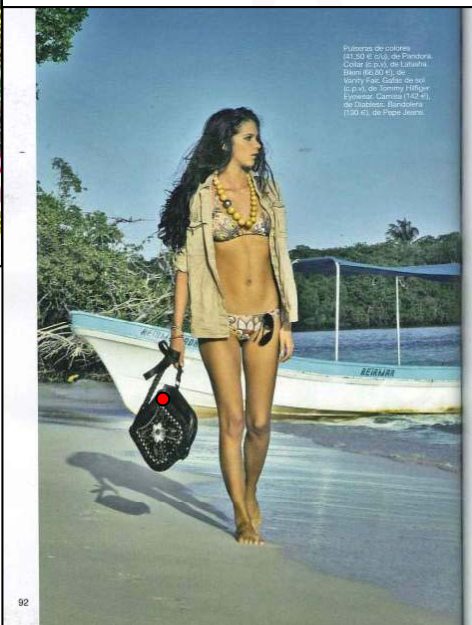
Norway



Sweden



Spain



Switzerland





France



Portugal



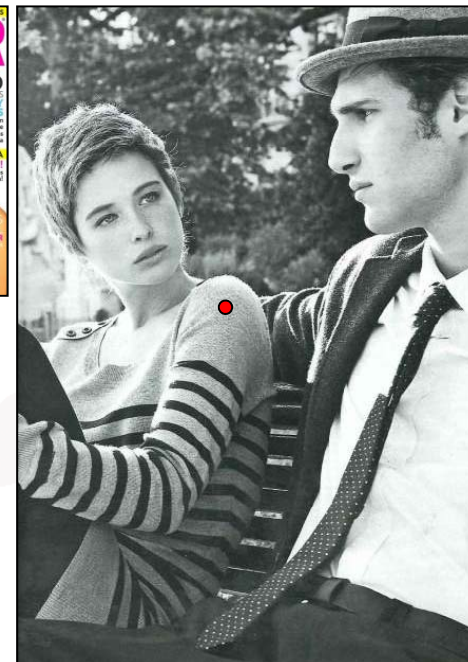
Italy



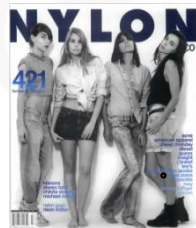
Sweden



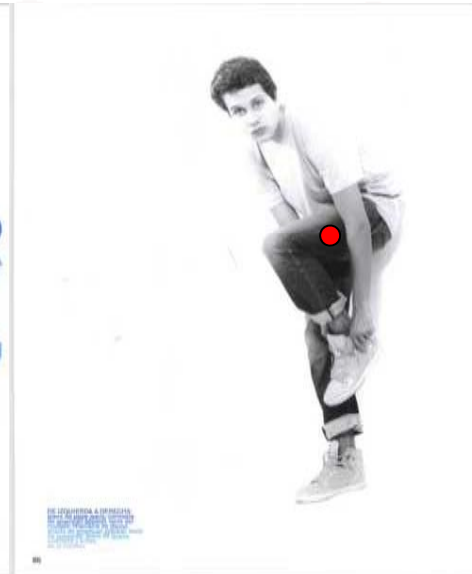
Spain



Men



Mexico



Germany



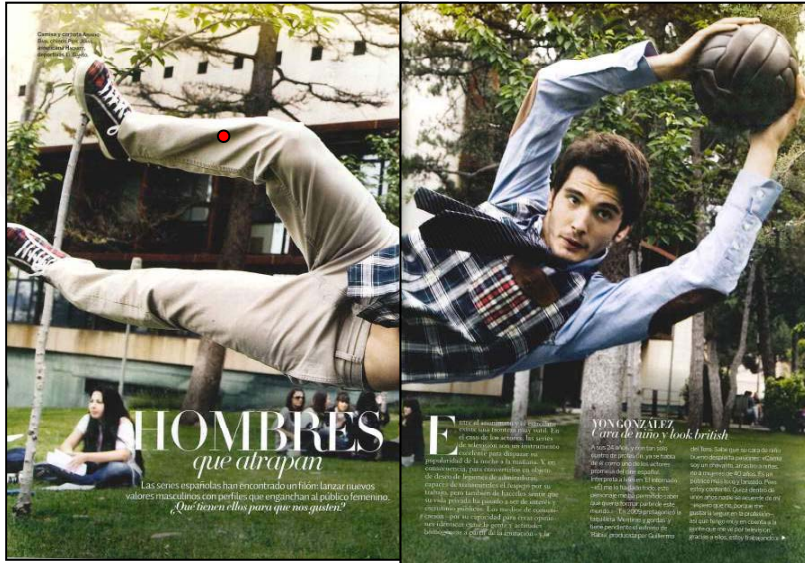
Germany



Men



Spain



Spain



106 | TENDENCIAS



Portugal



L O N D O N



France



Portugal



Belgium



India



Warhol



Czech Rep.



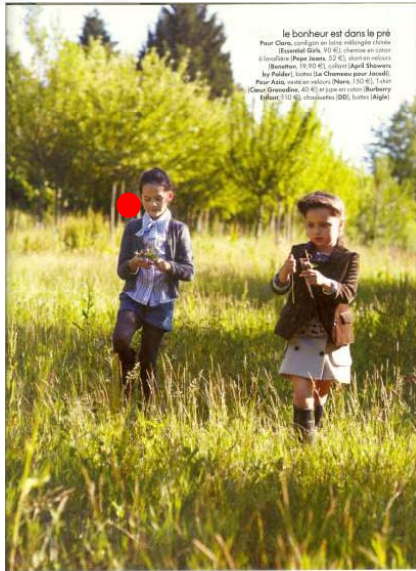
Portugal



Portugal



Kids



France



Italy



Switzerland

