

Embrace the Chill with Pepe Jeans London

Category: Business

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This Winter, Pepe Jeans London invites you to 'Embrace the Chill,' a campaign that celebrates easy winter style, versatile layering, and cozy comfort. The new AW'25 winter collection combines light and heavy winter wear that balances functionality and fashion. It captures the spirit of the season with modern shapes and classic Pepe flair.



Embrace the Chill with Pepe Jeans London new AW'25 winter collection

This season's lineup highlights the brand's signature craftsmanship in corduroy, flannel, jackets, sweatshirts, puffers, shackets, and ofcourse denim. It is designed for those who love to express their style while staying comfortable during the colder months. Each piece blends Pepe Jeans' distinctive design with practical warmth, making it the ideal wardrobe for the modern winter explorer.

A standout this season is the launch of the Thinsulate Puffer Jacket, made with 3M's insulation technology. This innovative process creates a lightweight yet effective jacket that offers great warmth without the extra bulk, perfect for facing chilly days while keeping your style sharp.

From the rugged appeal of denim to the soft touch of flannel and corduroy, Pepe Jeans' AW'25 winter collection celebrates the joy of dressing for the season, where style meets comfort, and every layer tells a story.

Embrace the Chill. Feel the Warmth. Live the Style.

Watch the video here:

Video 1 – youtu.be/_bEBFQFP9M

Video 2 – youtu.be/XMEVwGz90tc

Where to Find Us

Pepe Jeans London is present across major cities including Mumbai, Delhi, Bengaluru, Kolkata, Kerala, Pune, Chandigarh, Jaipur, Hyderabad, Kochi, Ahmedabad, Mohali, and more. The

brand is also available at Lifestyle, Shoppers Stop, leading department stores and MBOs across India. Pepe is also available online on Amazon, Flipkart, Myntra, Ajio, Tata Cliq, and other leading platforms.

About Pepe Jeans London

Pepe Jeans London was born on London's iconic Portobello Road in 1973. Today, over 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.

