

'Get Great Denim' at Pepe Jeans London

Category: Business

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This Autumn-winter season, **Pepe Jeans London** proudly unveils its new campaign, Get Great Denim, a celebration of the fabric that has stood as a cornerstone of fashion across generations.



Get Great Denim at Pepe Jeans London

Staying true to its denim-first heritage, Pepe Jeans London highlights the enduring relevance and versatility of denim: Style that remain timeless yet contemporary, Fits designed to flatter, Comfort that lasts, Shades to express every mood and Stretch that seamlessly adapts to modern lifestyles.

The denim collection draws inspiration from its easy-going character and timeless ability to become the perfect choice for any occasion. The key highlights for the season include oversized denim shirts, versatile blue denim fits, jackets designed for layering, and the signature denim-on-denim

ensemble, all brought together to celebrate denim's versatility and enduring appeal.

What makes the AW'25 collection truly stand out is Pepe Jeans London's commitment to fabric innovation, reflected in its signature denim lines:

- **Powerflex** – engineered with advanced stretch technology to ensure complete freedom of movement and lasting comfort.
- **Shiruku** – a reinvention of denim with a silky-smooth, breathable finish that feels soft on the skin yet remains durable.
- **Heritage** – crafted with timeless techniques and modern finishes, offering unique pieces that are both classic and long-lasting.
- **Daser** – climate-adaptive denim designed to adjust up to 3C for year-round comfort without compromising on style.
- **Dark Pro** – always black. always bold. wash after wash.

With Get Great Denim, Pepe Jeans London reaffirms its legacy as a brand that not only defines denim but also continues to innovate and inspire, ensuring it remains as iconic today as it has always been.

The collection is now available at Pepe Jeans London stores nationwide and online. This season, denim isn't just worn – it's lived in every shade, form, and fit.

Please watch the campaign here: – Use this video to share it forward – www.youtube.com/watch?v=PJTMLykZd1A

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 and Shoppers Stop, as well as 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.

