

SHOES BY

Pepe Jeans[®]
L O N D O N

Online Coverage

September & October 2012



FACEBOOK – POST

STYLE: PIMLICO

DATE: SEPTEMBER 2012

 **Pepe Jeans London**
El 28 de septiembre a la(s) 9:12

What outfit would you wear with our PIMLICO boots? Just ask for them at your nearest Pepe Jeans store!
<http://bit.ly/PepeStoreLocator>

Ver traducción



PEPE HAS SOLE.



Ya no me gusta · Comentar · Compartir 👍 903 💬 29 📄 72

👍 A ti, Elsa Charanton y otras 901 personas más personas más les gusta esto.

 **Despoina Gythoua** pethainwwwwwwwwww
El 28 de septiembre a la(s) 10:42 · Me gusta

 **Yogishark Yogi** nice one how much
El 28 de septiembre a la(s) 10:43 · Me gusta

 **Minaxee Kapoor** nice.
El 28 de septiembre a la(s) 10:43 · Me gusta

 **Alexia Letourneur** canon!!!!!!!!!!!!
El 28 de septiembre a la(s) 10:46 · Me gusta · 🍷 1



COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012

A short, short story.

Shoes can say a lot about us. They form part of our wardrobe and that's why they can help tell the story that lies behind each one of us; our tastes, habits, peculiarities, etc. This is the "short, short story" that we at Pepe Jeans want to tell you.

Getaway14 is the title of this short movie in which the only stars are the shoes. And that's all that's needed to tell a story, because..."shoes can say a lot".

Get to know the cast better:



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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



Leading actress – [Anate Boots](#)



Leading actor – [Industry sneakers](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



The female villain – [Pimlico boots](#)



The other female villain – [Chelsea boots](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



The Villain – [Murdock Sneakers](#)



The other villain – [Cooper boots](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



Stage Director – [Downey shoes](#)



Director of Photography – [Victoria shoes](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



Art Assitant – [Helmet](#)



Assitant Stage Director – [Preston shoes](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



Cameraman – [Melting](#)



Sound Technician – [Industry sneakers](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



Production Assistant – [Noise sneakers](#)



Scripts – [Russel sneakers](#)

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COOLTERY – FACEBOOK – YOUTUBE: A SHORT SHORT STORY

DATE: SEPTEMBER 2012



Stylist -[Hackney](#)



Lighting Technician -[Elephant shoes](#)

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COOLTERY – FASHION (TREND ALERT: CREEPERS ARE BACK!)

STYLES: ELEPHANT & BAKER

DATE: SEPTEMBER 2012

TREND ALERT: Creepers are back!

Boogies or Creepers shoes were a major fashion sensation in the 50s and 60s. The **Teddy Boys** and **Rockabillys** of the 50s wore them with tight trousers, drape jackets and closed jackets, bolo ties, silk and electric-blue clothing, and topped off the look with quiffs and Pompadour hairstyles.



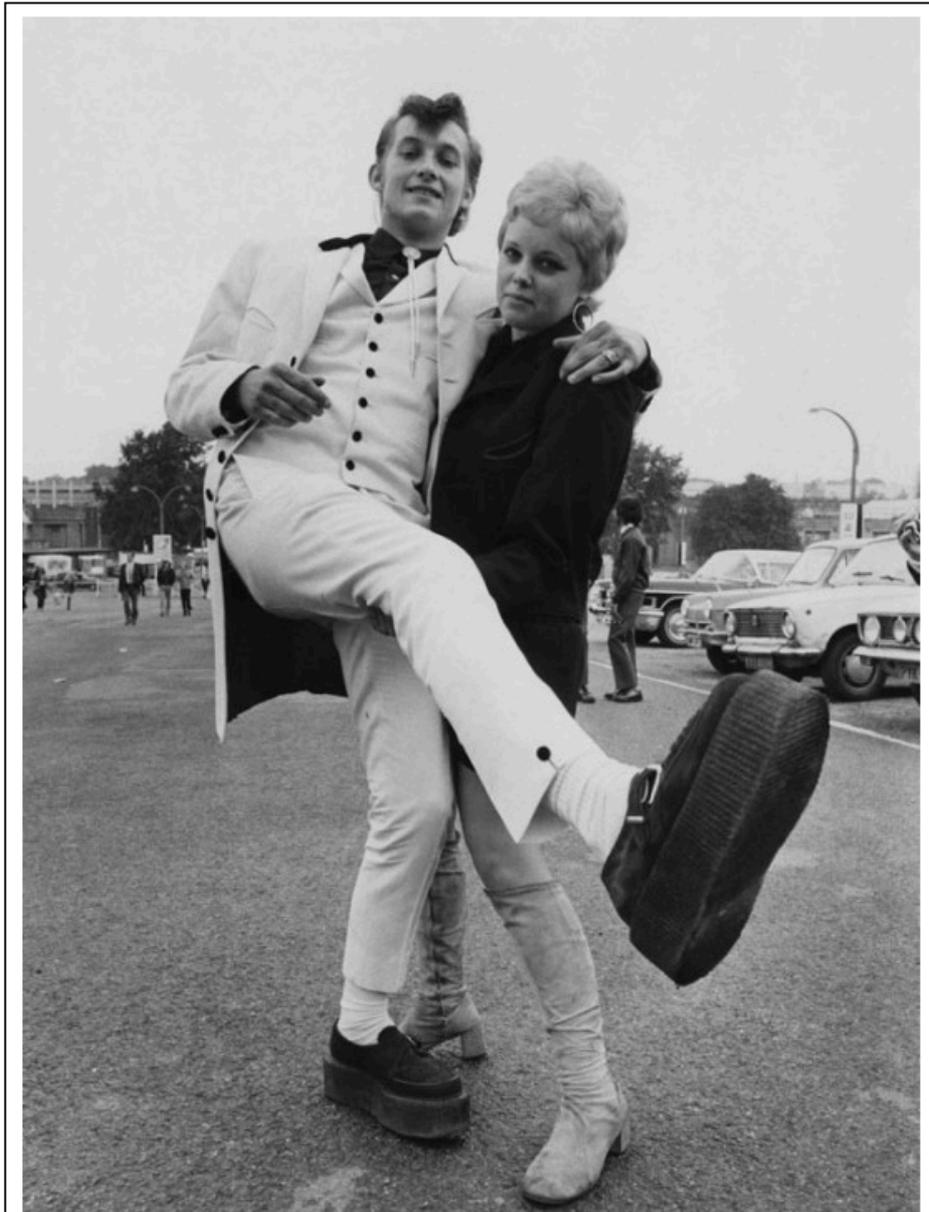
Teddy Boys at King's Road, Chelsea (1978)

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COOLTERY – FASHION (TREND ALERT: CREEPERS ARE BACK!)

STYLES: ELEPHANT & BAKER

DATE: SEPTEMBER 2012



Rockabilly Couple, London (1970)

Later on, Creepers were adopted by subcultures such as, punk, psychobilly, as well as by greasers, goths, and visual keis. And surprisingly enough, **Boogie shoes** are now the fashion accessory of the moment. Fashion designers, 'It girls' Pixie Geldof and Agness Deyn, and even singers like Katy Perry have made them part of their wardrobe.

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COOLTERY – FASHION (TREND ALERT: CREEPERS ARE BACK!)

STYLES: ELEPHANT & BAKER

DATE: SEPTEMBER 2012

These masculine-style shoes with a super-thick sole and rounded toe have evolved over the years and can now be seen on the top catwalks with different motifs and prints. At Pepe Jeans we've gone for the more original and classical style, with the Elephant and Baker models, ideal for those who want to initiate themselves in a "simple" and "easy" way into the art of wearing Boogies.



So when you see a pair of Creepers forget about thinking you might look a bit odd in them; even if you don't fall in love with them at first sight you're definitely going to get yourself a memorable look! Watch out for them, they're going to be creeping up everywhere! ;)

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FACEBOOK – POST

STYLE: INDUSTRY

DATE: OCTOBER 2012

 **Pepe Jeans London**
3 de octubre

Feeling the autumn cold in your feet again? Keep them warm in our **INDUSTRY** sneakers! Already available at your nearest Pepe Store: <http://bit.ly/PepeStoreLocator>

[Ver traducción](#)



PEPE HAS SOLE.



Ya no me gusta · Comentar · Compartir

56

A ti, Javier Igualador Burgos, Elsa Charanton, Isabel Ortuño y otras 772 personas más les gusta esto.



Akhil Prasannan woa

El 3 de octubre a la(s) 11:46 · Me gusta



Lendyl Rebello i like it

El 3 de octubre a la(s) 11:47 · Me gusta · 🔄 1



Lendyl Rebello i like it

El 3 de octubre a la(s) 11:48 · Me gusta



Su Maria Freitas gosto

El 3 de octubre a la(s) 11:49 · Me gusta · 🔄 1

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FACEBOOK – POST

STYLE: CHELSEA

DATE: OCTOBER 2012

 **Pepe Jeans London**
10 de octubre

Get an edgy rocker-inspired look by adding to your leather boots some tiny studs and bring out the riot girl inside of you! Ask for the Chelsea boots at your nearest Pepe store: www.pepejeans.com

Ver traducción



PEPE HAS SOLE.



Ya no me gusta · Comentar · Compartir 26

👍 A ti, Isabel Ortuño, Elsa Charanton y otras 592 personas más les gusta esto.

 **Tanja Westphal** A good inspiration!
El 10 de octubre a la(s) 11:16 · Me gusta · 🔄 4

 **Mstylish nice** ~~~~~
El 10 de octubre a la(s) 11:55 · Me gusta · 🔄 3

 **Icon-Icon | Objects of Desire** Nice boots!
www.icon-con.com | Objects of Desire
El 10 de octubre a la(s) 13:20 · Me gusta

 **Sonia Vázquez Pérez** me encantan 😊
El 10 de octubre a la(s) 13:26 · Me gusta · 🔄 1

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FACEBOOK – POST

STYLE: MELTING

DATE: OCTOBER 2012



Pepe Jeans London
17 de octubre

Boys, don't dare to get on the street without our Melting boots this Autumn. They're perfect to keep your feet warm in a stylish way! You will find them on www.pepejeans.com

[Ver traducción](#)



Ya no me gusta · Comentar · Compartir 54

 A ti, Tono Reche Santonja, Elsa Charanton y otras 1.350 personas más les gusta esto.

 **Roob Gzz** ❤️ · ❤️
El 18 de octubre a la(s) 18:08 · Me gusta ·  1

 **Amoula Zroud** ❤️
El 18 de octubre a la(s) 18:09 · Me gusta ·  1

 **Sunil Dutt** ❤️
El 18 de octubre a la(s) 18:10 · Me gusta ·  1

 **Athul Sreenivasan** like like like 😊
El 18 de octubre a la(s) 18:11 · Me gusta

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FACEBOOK – POST

STYLE: REGENT

DATE: OCTOBER 2012



Pepe Jeans London
24 de octubre

Buy these riding-style, Regent boots and treat your feet to maximum elegance, quality, and comfort! Perfect for completing your daytime look! www.pepejeans.com

[Ver traducción](#)



Ya no me gusta · [Comentar](#) · [Compartir](#) 107

 A ti, [Tono Reche Santonja](#), [Elsa Charanton](#) y otras 2.449 personas más les gusta esto.

 **Constance Janand** 1 
El 24 de octubre a la(s) 17:34 · [Me gusta](#) ·  1

 **Noémie Bravais** Personally, I do not.
El 24 de octubre a la(s) 17:34 · [Me gusta](#)

 **Barbara Mjau** wow!!
El 24 de octubre a la(s) 17:35 · [Me gusta](#)

 **TaVeli Gro** 
El 24 de octubre a la(s) 17:35 · [Me gusta](#) ·  1

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LONDON

FACEBOOK – POST

STYLE: PRESTON

DATE: OCTOBER 2012



Pepe Jeans London
miércoles

Add a sophisticated touch to your daily look with our Preston vintage-effect leather moccasins! You will find them on www.pepejeans.com

[Ver traducción](#)



Ya no me gusta · [Comentar](#) · [Compartir](#) 23

 A ti, [Elsa Charanton](#) y otras 826 personas más personas más les gusta esto.

 **Cara Delevigne** they are amazing ❤️
El miércoles a la(s) 18:38 · [Me gusta](#) ·  1

 **Li Fernandes** LIKE..A LOT
El miércoles a la(s) 18:38 · [Me gusta](#) ·  1

 **Justine Juju Juju** Perso j'aime pas 😞
[Ver Traducción](#)
El miércoles a la(s) 18:38 · [Me gusta](#) ·  3

 **Elena Domanovic** uffff!!! like!!
El miércoles a la(s) 18:39 · [Me gusta](#) ·  1

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FACEBOOK – COLLAGE

STYLE: PRESTON

DATE: OCTOBER 2012



SHOES BY
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FACEBOOK – COLLAGE

STYLE: COOPER

DATE: OCTOBER 2012



SHOES BY
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FACEBOOK – COLLAGE

STYLE: GREENFORD

DATE: OCTOBER 2012





COOLTERY – OPENING PARTY (GUYS)

STYLES: HELMET, MELTING & COOPER

DATE: OCTOBER 2012

This is how our Pepe guys dressed at the opening party for our new website

As you already know, here at Pepe we're still suffering the fallout from the opening party for our new website. If you don't believe us, just take a look at how we ended up...

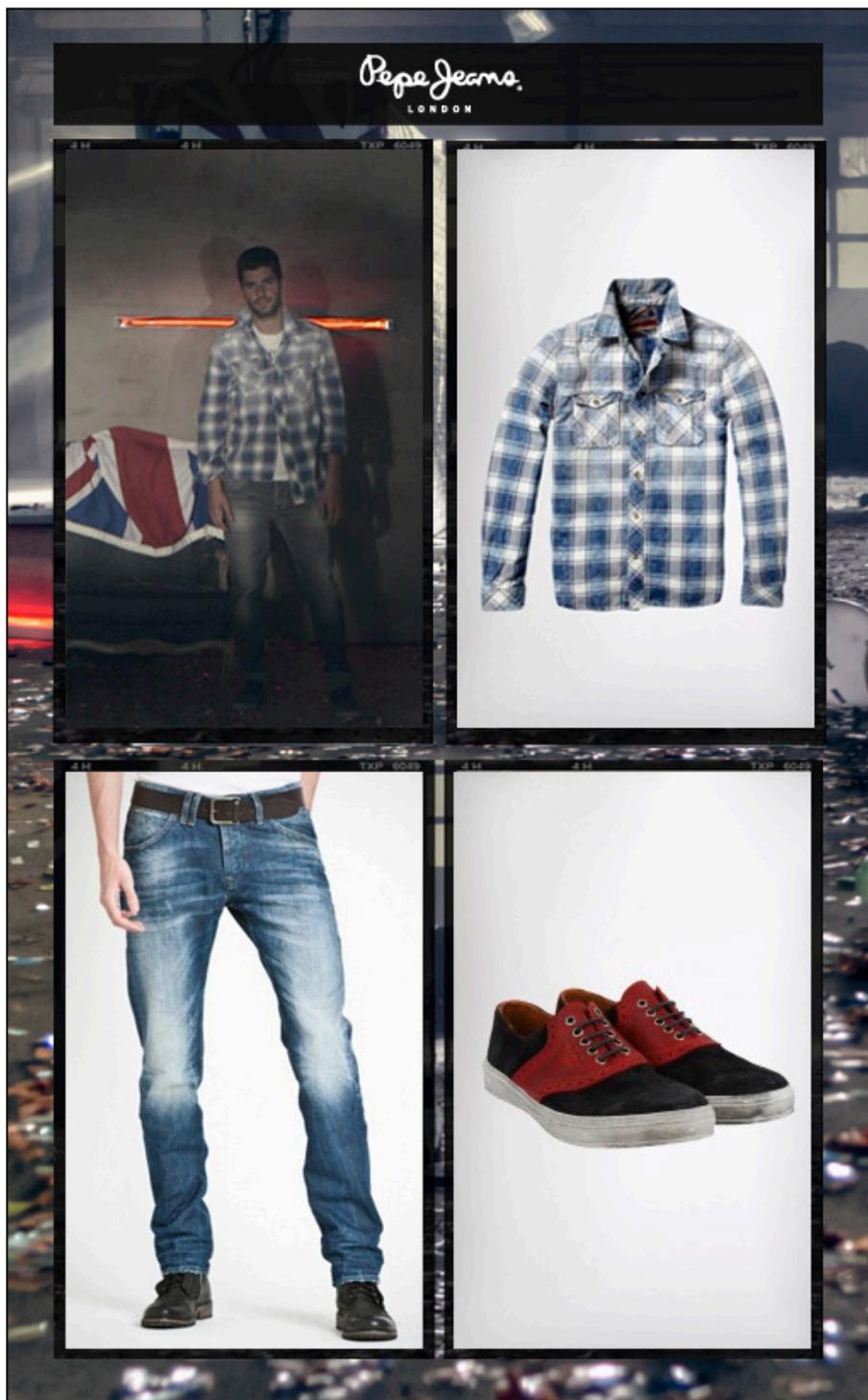
As you can see, our guests are completely destroyed; but even so, they're still as glamorous as ever! Specially for the occasion, they all decided to dress with a total Pepe look, perfect for getting through the night with style. Here you have them all; which one do you identify yourself with most?

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COOLTERY – OPENING PARTY (GUYS)

STYLES: HELMET

DATE: OCTOBER 2012

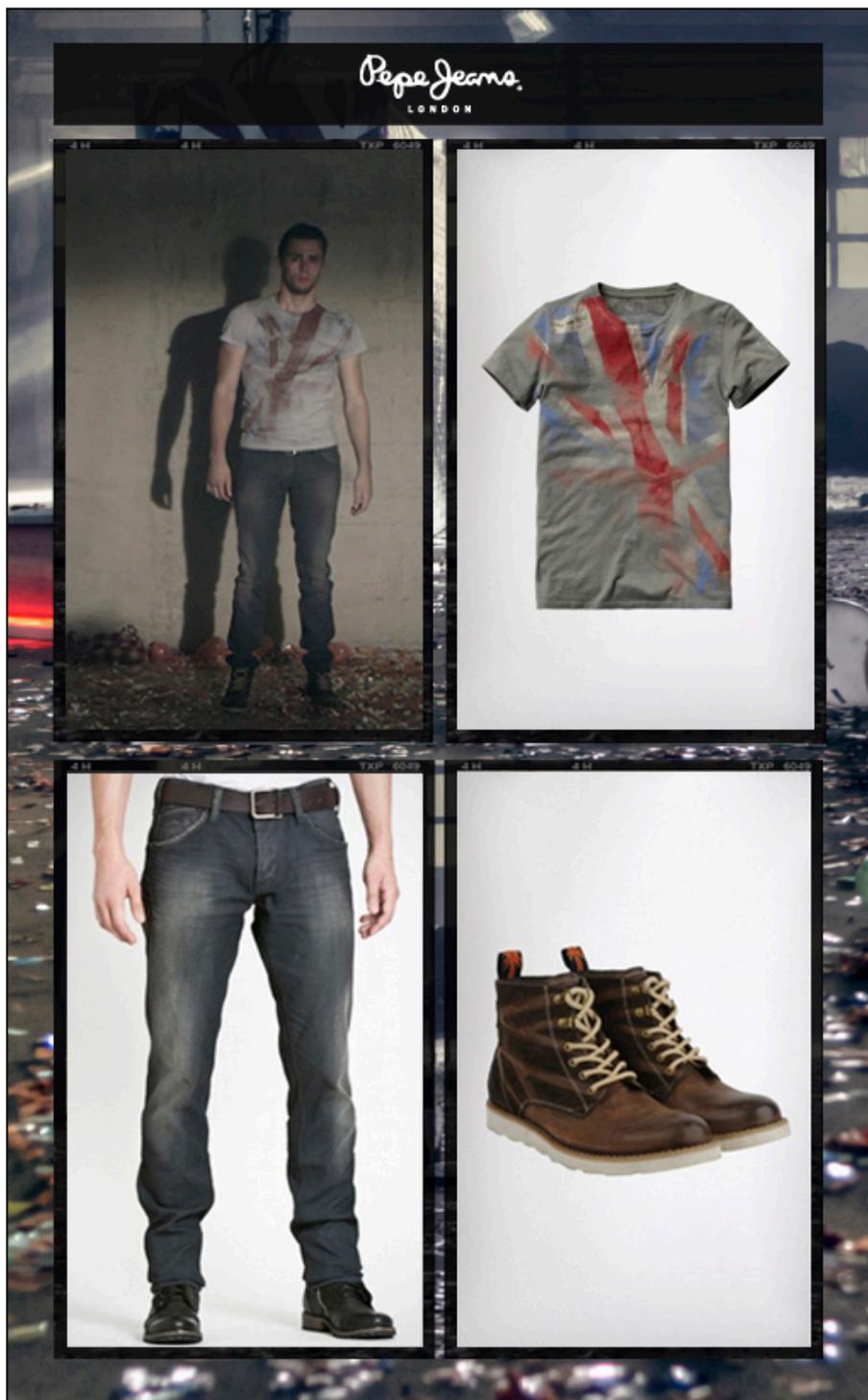


SHOES BY
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COOLTERY – OPENING PARTY (GUYS)

STYLES: COOPER

DATE: OCTOBER 2012

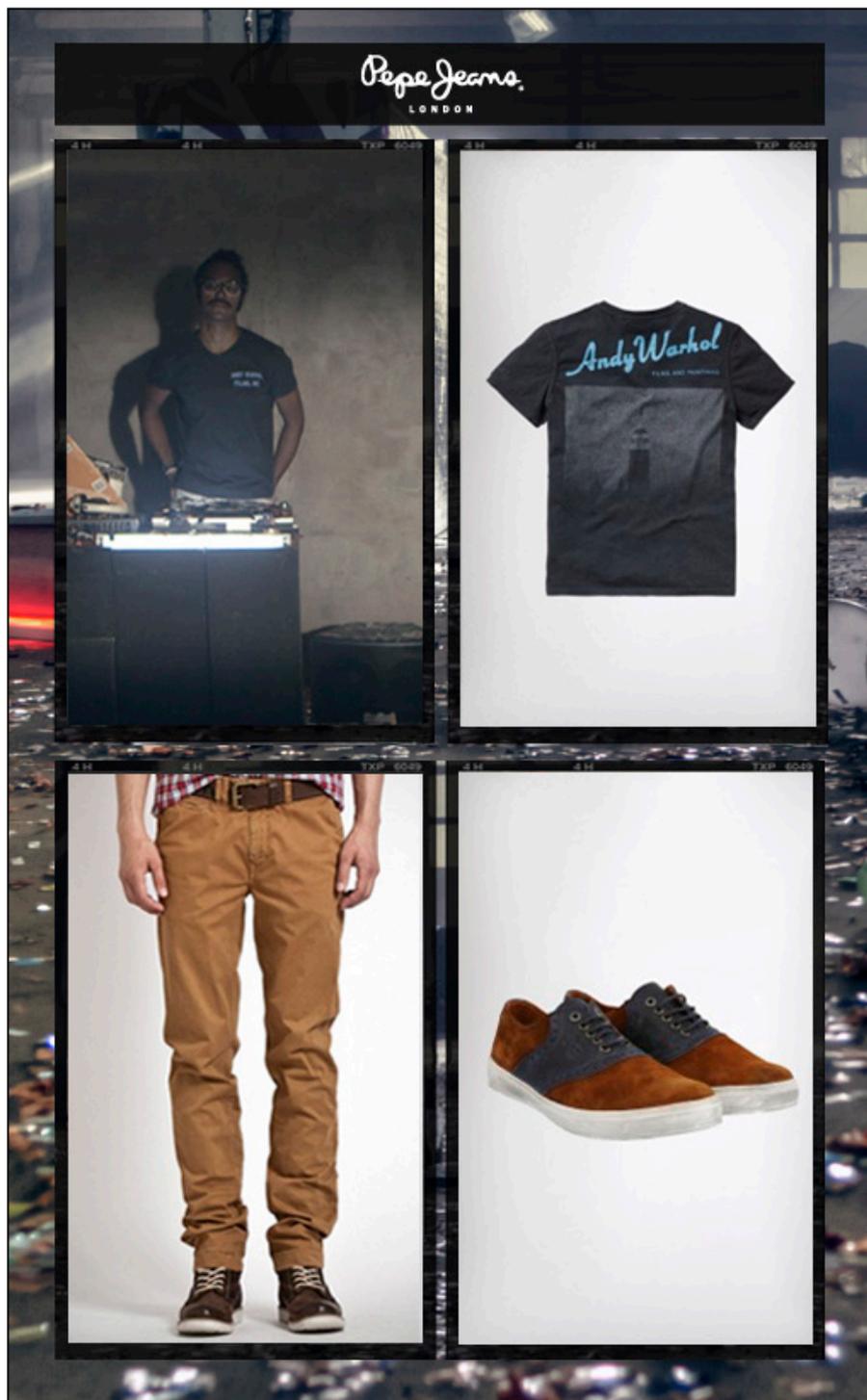


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COOLTERY – OPENING PARTY (GUYS)

STYLES: HELMET

DATE: OCTOBER 2012

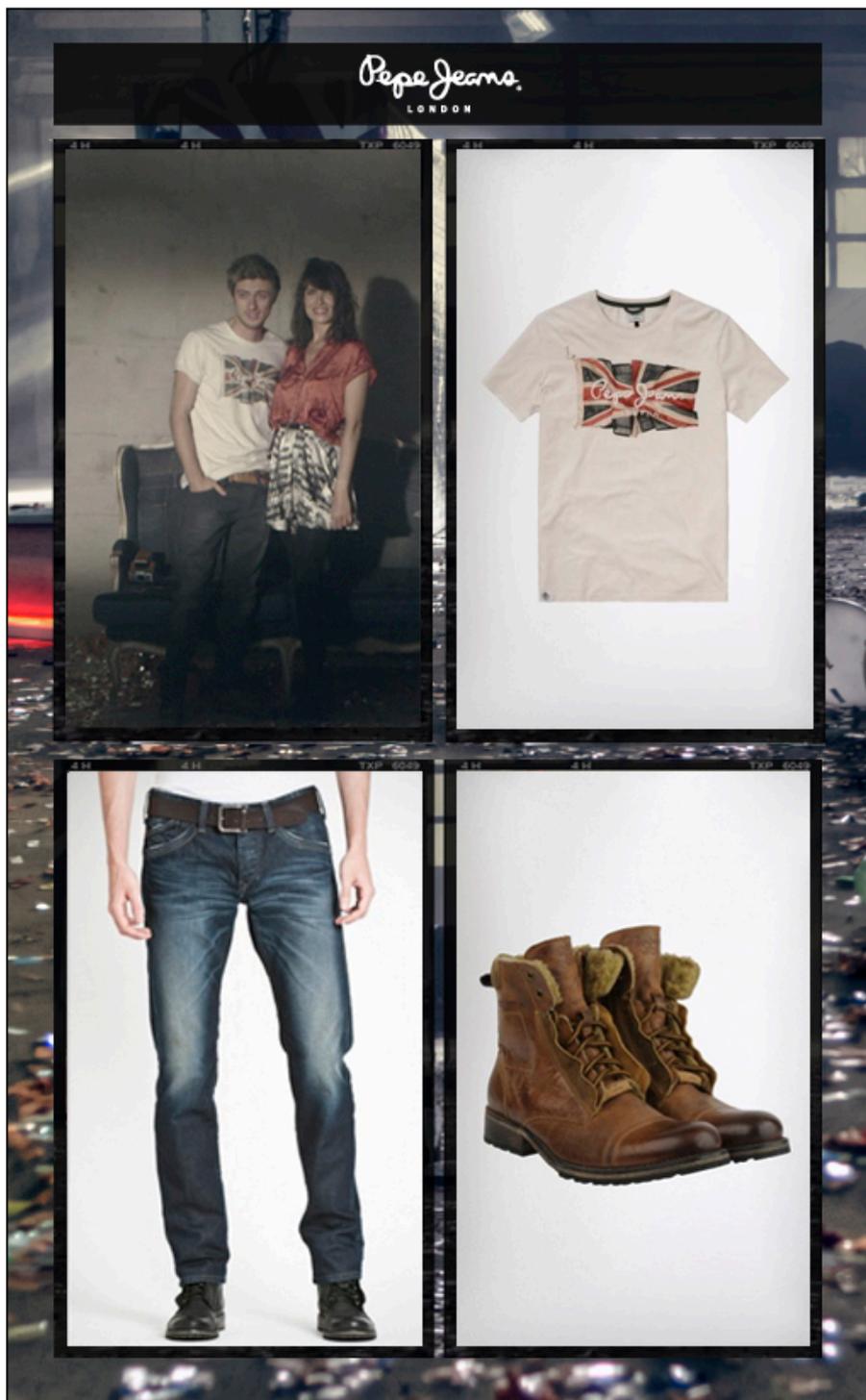


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COOLTERY – OPENING PARTY (GUYS)

STYLES: MELTING

DATE: OCTOBER 2012





COOLTERY – OPENING PARTY (GIRLS)

STYLES: HACKNEY, CHELSEA & PIMLICO

DATE: OCTOBER 2012

Girls know how to succeed at a party in true Pepe style!

Last week we told you all about the Pepe looks our male guests sported at the opening party of our new website, and now it's the girls' turn! Read on if you want to know how to succeed at a party and end the night with as much style as Ana Sofia, Sunday Girl, Aurelia and Chiara did!

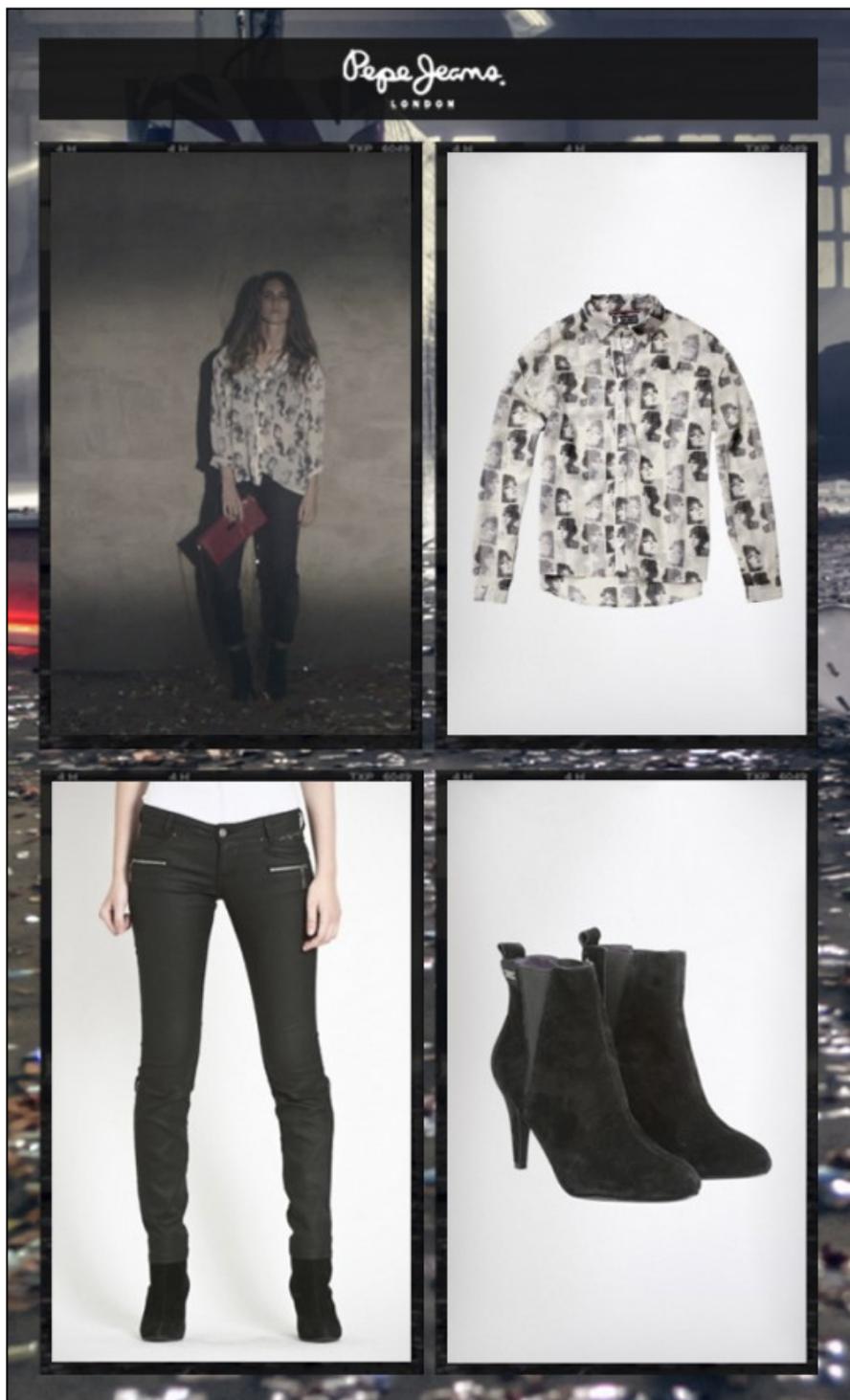
Portuguese TV presenter Ana Sofia decided to go for a very 'feline' look which consisted of leopard-print skinny trousers, an extra-wide t-shirt and studded boots which she had to take off later; as you do! Our Portuguese girl didn't stay still all night!

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COOLTERY – OPENING PARTY (GIRLS)

STYLES: HACKNEY

DATE: OCTOBER 2012

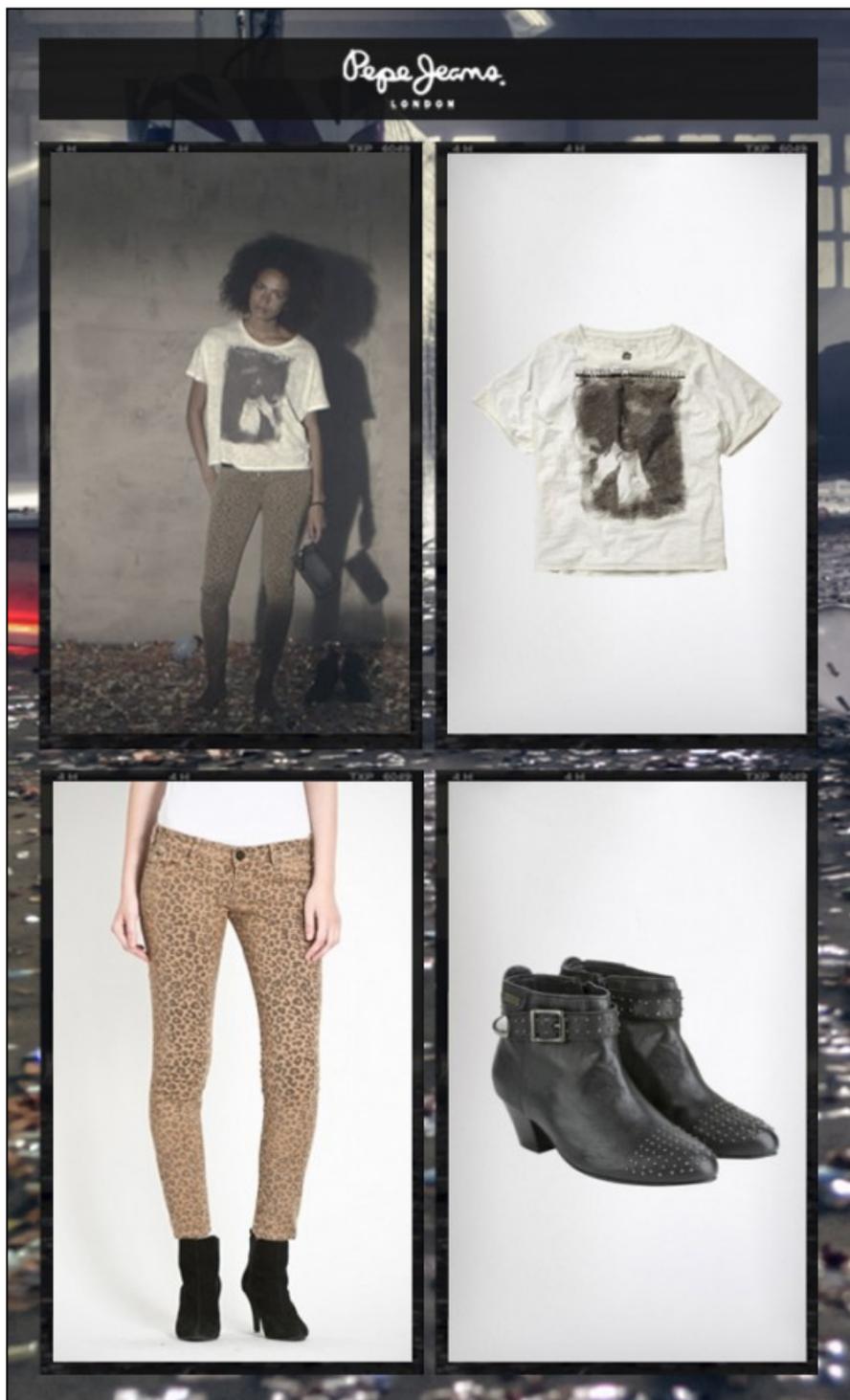


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COOLTERY – OPENING PARTY (GIRLS)

STYLES: CHELSEA

DATE: OCTOBER 2012

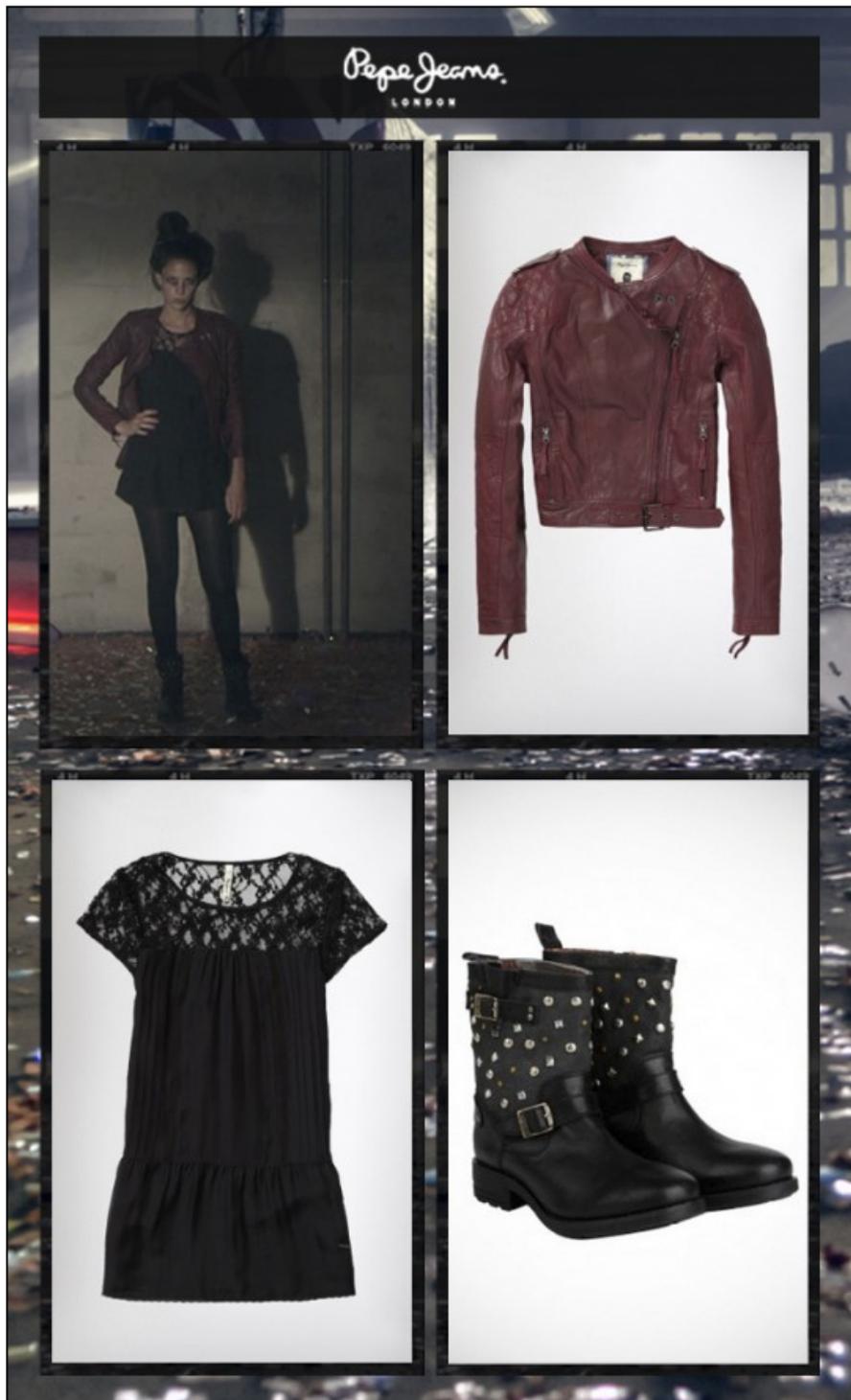


SHOES BY
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COOLTERY – OPENING PARTY (GIRLS)

STYLES: PIMLICO

DATE: OCTOBER 2012

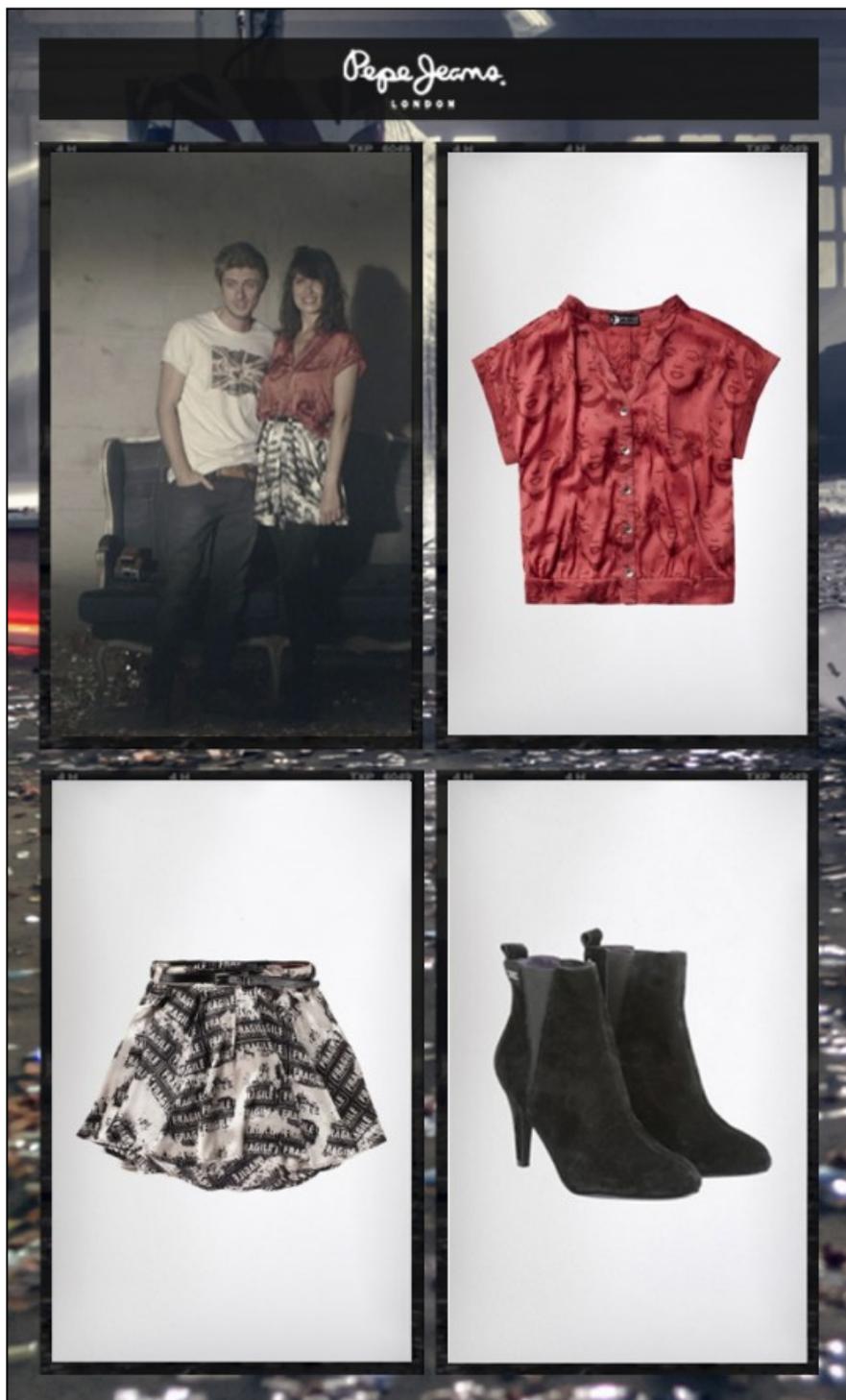


SHOES BY
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LONDON

COOLTERY – OPENING PARTY (GIRLS)

STYLES: HACKNEY

DATE: OCTOBER 2012



SHOES BY

Pepe Jeans.
LONDON

COOLTERY – SINGULAR FESTIVAL LONDON (VERONICA FALL'S CONCERT)

STYLES: PRESTON & COOPER

DATE: OCTOBER 2012

The graphic features a dark blue header with the Pepe Jeans LONDON logo. Below the header, on the left, is a dark purple short-sleeved dress with a tie waist and a pair of dark brown leather loafers. In the center, a woman models a dark red patterned short-sleeved dress with a tie waist and dark blue tights. To the right of the woman is the event information: **S1NGULAR.®** ONE BAND ONE DATE ONE SPECIAL PLACE WHAT YOU WILL WEAR FOR... **VERONICA FALL'S CONCERT LONDON** VINYL FACTORY SOHO OCT. 19TH. Below this text is a logo with the text "LOVE MUSIC. LOVE SINGULAR." above a stylized Wi-Fi symbol and two crossed arrows. On the right side of the graphic, a man models a dark blue cardigan over a plaid shirt and dark jeans, paired with brown leather boots. To his right are a dark blue zip-up jacket, a plaid shirt, and a pair of dark jeans.