

Pepe Jeans Announces Regents Street Flagship Store Launch

Pepe Jeans is pleased to announce the launch of their new flagship store at 59-61 Regents Street, W1 inaugurating a new store concept for the brand designed by the renowned Martin Brudnizki Design Studio.

The space will hold womenswear, menswear, denim collections, accessories and footwear across one floor. Inspired by the ethos of creating a brand which is accessible to all ages, the new design concept combines an eclectic mix of contrasting materials with an emphasis on craftsmanship, providing a retail space which inspires all generations.

Customers will be drawn into the store by a unique LED art installation with hanging campaign display. Once inside, the playful combination of materials is showcased in the pairing of cork with brass detailing, plywood walls with vibrant geometric vinyl shapes and characterful patterned encaustic tiles.

A signature space for the store is the Custom Studio, which houses a denim bar showcasing fluted timber detailing, a dark green leather counter profile and antique brass studding. Pepe Jeans' Custom Studio has seen global success, giving the option to add graphics, text, studs and distressing of denim in jackets and jeans for the first time in a London Store.

A dedicated accessories area features a bold yellow sofa creating a focal point, complemented by a vintage side table and copper shaded lamp, providing a relaxed atmosphere with the plywood and brass fixtures.

Next to the accessories collection there is an exclusive piece of artwork which is a collaboration between Pepe Jeans and the renowned artist Ian Berry. This is part of an ongoing relationship between Pepe Jeans and the artist.

Adding the use of RFID technology to the changing rooms allows the consumer to use an interactive screen that recognizes the garment they are trying on. The technology also provides an image of the garment styled within a look, allowing the customer to see how they can emulate the style. It also links the customer to the sales assistant and allows them to request another size without having to leave the changing room.

Mark Blenkinsop, Pepe Jeans Group Chief Marketing Office comments;

"This store represents a new chapter for the Pepe Jeans brand, London was the birthplace for the brand, and so it's only right that we enhanced the brand's visibility in the capital"

"London continues to be a global reference point for fashion and style, and we are really excited to brand presence on Regent Street, arguably the best street in London to deliver both a premium brand perception and strong footfall"

Pepe Jeans.
LONDON

"From a brand presentation perspective, our objective for Regent Street was not just to open a new store, the objective was to deliver an innovative retail experience. We partnered with Martin Brudnizki Design Studio to conceive a new global retail system for Pepe Jeans and Regent Street is the pilot store for this new concept"

About Pepe Jeans

Pepe Jeans London has been at the forefront of international denim-led fashion for the past 44 years, being able to create an internationally recognized brand with a unique strategy and reputation. This has been possible thanks not only to the great Pepe Jeans team but also to the commitment to create the best possible collections, the hottest multimedia marketing campaigns and the most exciting retail environments while remaining sincere to the brand's DNA and in particular the roots in London's Portobello Road. Today, Pepe Jeans London trades in over 60 countries, sells through more than 7.000 stockists and has over 300 own-brand stores and all 2.000-plus of its employees will happily confirm that the brand remains devoted to its initial mantra - to create the most exciting denim-led fashion on the planet.

About Martin Brudnizki Design Studio

Martin Brudnizki is the founder and principal of Martin Brudnizki Design Studio (MBDS), established in 2000. MBDS is an internationally acclaimed interior architecture and design practice with a team composed of over 70 interior designers, architects, lighting designers and product designers and experience creating hotels, restaurants, bars, private members' clubs; alongside residential developments and helping a select number of people design their dream homes. The Studio works across the world with notable clients including: Four Seasons, Rosewood Hotels and Resorts, Soho House Group, Caprice Holdings, The Royal Academy of Arts, Nobu Matsuhisa and Daniel Boulud.

Martin is listed within House and Garden's Top 100 Leading Interior Designers, London Evening Standard's Progress 1000, Debrett's 500 Most Influential People in the UK and Wallpaper* Magazine's Power 200, with the latter describing him as 'one of the best restaurant and hotel designers of his generation.

Pepe Jeans London
59-61 Regent Street, London

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