

Pepe Jeans London launches Fit To Be Brit

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Pepe Jeans London launches Fit To Be Brit When it comes to being British you have to have a sense of humour – it's a pre-requisite, part of the charm and it's also the key inspiration behind Pepe Jeans London's new spring/summer 2015 capsule collection, Fit To Be Brit. Spreading its young, urban and fun-filled message through slogan T-shirts, this is a collection all about wit and attitude. So step forward phrases such as "Curiosity killed the cat", "Scratch my back and I will scratch yours", "Mad as a hatter", "A smile and a wink gets you further than you think" and "Born ready" among them on a canvas of bright colours. You won't go unnoticed in this collection! Sports and urban styles combine to create the overall oversized garment palette here with graffiti and London's streets a constant inspiration. It's cool and easy to wear. The key pieces to note, however, are the sateen nylon bomber and denim jacket (for him and her) – the latter punctuated with vibrant patches of tea pots, roses and all things quintessentially (and a little bit eccentrically) British. For more information: www.pepejeans.com

Media

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