

## Pepe Jeans London Autumn/Winter 2015

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Autumn/winter 2015 is an eclectic and sophisticated season for the Pepe Jeans London womenswear wardrobe. Traditional British inspirations take on a new turn to make for creative and assertive style. Essentials Faded tones of blue, pink and green bring an enhanced feminine touch to the collection, one built on rich outerwear pieces – key styles to note being a wool cape, a borg coat and a pea or duffle coat. Delicate embroidered tops nod to a romanticism, which is continued by fluid shapes of dress. Americana motifs, classic denim and faded washes complete the T-shirt and sweats line-up. Portobello Black is the colour to note with monochrome plaid playing a strong role too. It's about an urban and streetwear look with simple and classic logos, and a play on the scale and placement of letters – sans serif fonts are framed with bold borders. Elsewhere, small florals scatter across midi slip styles, which come styled with shirts and trainers. Fashion 1 – Contemporary cool Urban yet sophisticated, yet easy to wear, this is trend-focused collection with personality. Simplicity in the garments is key but it's about the way they're worn – layered, playing with new proportions: a lean and long silhouette combined with cocoon shapes and oversized styles; skin-tight dresses; unexpected fabric mixes; flashes of silver mixed with flat jerseys and leathers; and a neutral colour palette with touches of pink, blue and camel. Fashion 2 – Getaway spirit The spirit of adventure; of a very British girl; of London of the English fields too – this collection is about combining and reinterpreting quintessentially British style: the East London nightlife scene, country life, the rock 'n' roll spirit of the Seventies. And it's played out via checks, herringbones and wools, classic outerwear garments and utilitarian looks. Add to that a party spirit through splashes of gold, copper and metallic embroideries and embellishment. 73 The rock soul of the 73 woman relaxes this season. Fluid, soft and rich designs coexist with leather jackets and washed denim fitted styles to express this. The already classic 73 colour palette – with its dark tones of black and midnight blues as its base – is reworked into dusty shades: storm blue, rose and ivory. Butterflies, spider webs and aging walls inspire the prints, while tie-dye silk and handmade embellishment bring a shine to the line. Andy Warhol by Pepe Jeans London Moving away from “factory” colours and the more obvious nods to Andy Warhol's world, this collection takes inspiration from the notion: What would Andy do? Pepe Jeans London makes a modern wardrobe that's in line with New York designers today as opposed to an homage to the artist back then – though there are hints of those classic Marilyn and Campbell's illustrations. Colours are softer than usual and the silhouette supremely

Sixties in lots of shift dresses alongside a strong T-shirt offering. Fit to be Brit Dark winter tones, metallic accents and an emphasis on cool textures underpin this collection, which grows up this season. Street culture and Nineties bling add a throwback vibe to this eclectic offering that derives straight from the streets of London.

## Media

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