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[Denim Club India](#)

www.denimclubindia.org

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info@denimclubindia.org

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[Denim Club India Newsletter - Vol. 1, Issue 12](#)

Denim News : Videos : Articles : Websites : Jobs : Careers In Denim

Dear **Mr. Rajesh Dudeja**,

Hello!

As we settle down, and the systems are being put in place to manage various operations at Denim Club India, we are taking small steps ahead - and trying to do all those things which will make it easier for the denim professionals to bond with each other through the Denim Club India.

So, here is another first from the Denim Club India!!! With this mailer, we are starting a new practice - of welcoming new members through an announcement - so that everyone in the community knows that they have reached, as soon as they arrive.

Today, let us all join together and welcome **Mr. Sanjay Gupta, Sr. Vice Prsident - Sales, Modern Denim Limited**, Ahmedabad, to our fraternity of Denim Professionals.

In this edition of DCI News-letter, we are moving the spot-light to **PEPE JEANS** - its recent launch of Autumn/Winter 2008 collection, the Pepe website and a video clipping of a fashion event by Pepe in Chile. You can find more videos relating to Pepe Jeans on Denim Club India in the Video Section.

We hope you will like it. Read on...



News

[Pepe Jeans London launches Autumn Winter `08 collection](#)

FinancialExpress.com | 9/12/2008

Pepe Jeans London, a brand synonymous with chic street fashion and casual cool, has announced the launch of its Autumn Winter 2008 Collection called - **Street**. The collection draws inspiration from the streets of cultural melting pot London - from the underground music scene, to the unconventional graphic arts and wild punk revolution.

Keeping in mind the approaching cold weather, layered pieces and knitwear form an integral part of the collection while the colour palette has a restrained approach to brights.

For more Denim News, visit [Denim Cub India - News](#)

Video

Pepe Jeans - London Fashion Event in Santiago, Chile - 2008



Pepe Jeans-London fashion event in amusement location in Santiago, Chile.

In case the embedded video does not run in your email browser, please [click this link](#).

For more Denim Videos, visit [Denim Cub India - Videos](#)

Website

Pepe Jeans - London



In the year 1973, three brothers - Nitin, Arun & Milan Shah - from Kenya, dreamt of setting up a British jeans brand that would conquer the world.

From very very humble beginnings the three rented a market stall on the Portobello Road in West London every saturday, every week, without fail, at the same time holding down other full-time jobs. Within a very short space of time and for no other reason that the jeans were good quality and fitted well, business started to boom. In a matter of years they had to move everything into a

25,000 square metre warehouse and set up new office spaces to handle the amount of business they were handling.

They have never looked back. By 1980 Pepe Jeans London was rivalling all of the big US brands for No.1 spot in the market place, becoming the UK's most successful jeans brand ever.

The Pepe Jeans - London website is very neat and clean and has a lot of enchanting and impressive photographs highlighting various designs and style of denim jeans. Various sections like Denim, Collection, Kids, Andy Warhol, etc. have a lot to offer to a visitor to the website. Undoubtedly, the photo-shoots are very imaginative, creative and pleasant.



The Store Locator is simple and easy to use and within a few seconds you can locate stores in various cities in India also.

Somehow, the website for P.J.L. India is not operational and we might have to wait for some time before we can browse through that.

Do take a look at Pepe Jeans - London at <http://www.pepejeans.com>. You will surely like the experience!

For more Denim websites, visit [Denim Club India - Websites](#)

We shall keep writing to you, in the days to come, and share with you the various plans and initiatives, so as to accelerate the growth of the First Ever and the Only Denim Community in the country. Keep an eye on the Programs and Events, Industry Institute Interface, Denim Experts Zone, and the Jobs & Career Section on Denim Club India. You will surely find it interesting and useful.

Please note that we have included a convenient UNSUBSCRIBE link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

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