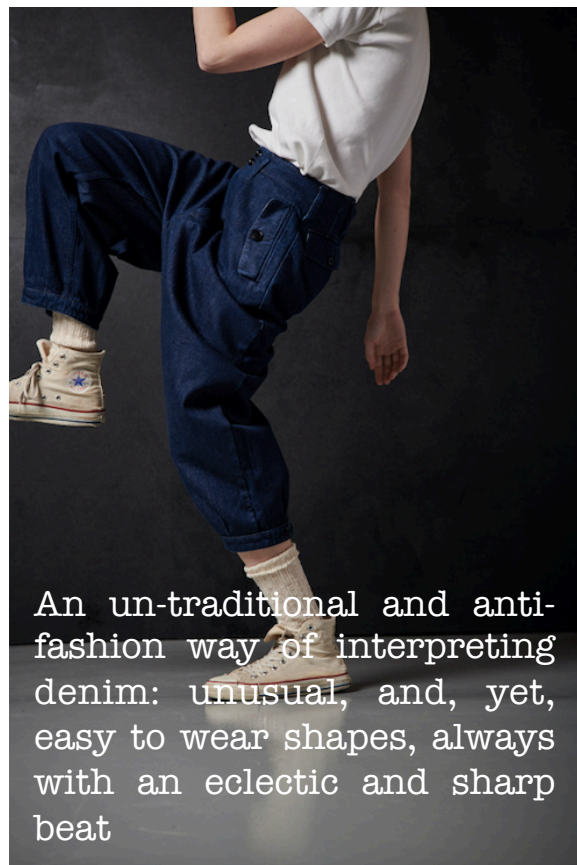


*peppino*  
*peppino*

Explore the potentialities  
of denim



An un-traditional and anti-  
fashion way of interpreting  
denim: unusual, and, yet,  
easy to wear shapes, always  
with an eclectic and sharp  
beat

Timeless pieces, made for  
comfort and durability



*peppino*  
*peppino*





A genderless premium denim line, freely inspired by original workwear and military pieces, featuring the same volumes and details - combined with the simplicity of Japanese aesthetic

*peppino*  
*peppino*



PeppinoPeppino breaks the rules, experimenting new denim silhouettes and fits.

Is ironic, unconventional, wearable and offers premium quality jeans that are designed for longevity, with a great attention to details.

The production is entirely made in Italy, crafted with the best denim fabrics.

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peppino*

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## **INNOVATION & RESPONSABILITY**

Sustainable washes, bio based, vegan back patches in Viridis, an innovative corn-derived material





## **ABOUT ME**

I have been working in the fashion business for almost 20 years. I covered all the roles, from sales assistant, to visual merchandiser, buyer and then product manager, developing a 360 degrees experience.

In March 2015 I founded PeppinoPeppino Magazine, an Instagram account focused on denim, vintage workwear and Japanese aesthetic. Through that, I have been able to gather a group of faithful followers that understand and appreciate the style of my posts and feeds.



## ABOUT ME



I have wanted to create my own denim brand since I started working in the industry. It took me a while but I finally managed to do it. I launched the first PeppinoPeppino capsule at Pitti in 2019.

**I started PeppinoPeppino because I felt there was a void in the market and felt I could address that void.** The denim market is definitely saturated. However, I do believe that there is still so much to explore especially when it comes to shapes and fits.

I couldn't have been luckier to collaborate with Alessio Berto. He is an incredibly talented pattern maker, owner of "The Tailor Pattern Support", able to translate my ideas into perfect silhouettes. He has become also a friend and mentor.