Press Release

**Pepe Jeans Launches Innerwear In India**

Pepe Jeans has introduced a line of premium innerwear for Men

**Kolkata, 22nd January, 2019:** Pepe Jeans Europe BV has entered into an equal joint venture with **Dollar Industries** to launch a new range of innerwear under the Pepe Jeans London brand name.The joint venture company ‘**Pepe Jeans Innerfashion’** will manufacture and market a premium range of fashion innerwear and athleisure for men.

The Innerwear collection consists of three distinct product stories. The **Classic** **Range** of innerwear embodies a comfort fit and everyday style. The **Only Play** collection combines free movement with great style. The breathable stretch fabric allows it to stretch and move along with the wearer. The vibrant colours and quirky modern prints make this range an exciting combination of fashion & comfort. **Black Gold** is a premium range with super stretch fabric accompanied by sophisticated prints and attractive colours that is designed for a luxurious feel. The rich texture of each garment treated with ultra-wicking finish promises unparalleled comfort and style. Products from ONLY PLAY & CLASSIC collections are created using soft enriched Egyptian cotton to ensure superior comfort, combined with Innovative Ultra Fresh technology to keep the garment Hygienic, and odour-free through the day. The price for the Innerwear collection ranges from Rs. 175 to Rs. 649.

Commenting on the launch of this new exciting category, **Mr. Suresh Nambiar, Chief Executive Officer, Pepe Jeans Innerfashion** said, “Pepe Jeans’ expansion into newer categories is a strategic progression of the brand. Together with Dollar Industries Limited we are proud to unveil an exciting range of ‘Innerwear by Pepe Jeans’ - a new promising category intended to capitalize on the immense growth potential in the premium Innerwear market.”

The **Athleisure** Collection for men combines performance and leisure. The soft-feel fabric keeps the wearer cool, fresh and comfortable even while working out. The Athleisure line consists of Boxers, Sports vest, shorts and track pants. The collection ranges from Rs. 369 to Rs. 1499.

“The combination of Pepe Jeans’ expertise in innovation and inspiration to yarn and Dollar's ability in choosing the right quality material for the right product will combine fashion and functionality and offer premium products to the aspiring consumers at an affordable price”, **said Mr. Gaurav Gupta, Vice President, Dollar Industries Ltd.**

The collection is currently available at key exclusive brand stores, select departmental stores, multi brand outlets across south India region, and on Amazon. Shall be available across the Indian sub-continent before this Diwali.

**About Dollar Industries**

Dollar Industries Ltd, is today amongst the top three hosiery brands in India. The company, which has got listed in NSE in the recent past, has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. Dollar Industries enjoys a 15 per cent market share in the branded hosiery segment in India. Dollar Industries has recently started business in the African market with Nigeria to reserve more export revenue. The company’s existing export markets are in the Gulf, Middle East as well as Nepal.

**About Pepe Jeans**

Pepe Jeans London has been at the forefront of international denim-led fashion for the past 45 years, being able to create an internationally recognized brand with a unique strategy and reputation. Pepe Jeans London continues 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.

The brand was launched in 1989 in India. Over the years Pepe Jeans has been able to grow at a breakneck speed and redefine denim fashion and casual wear in the country. Pepe Jeans has evolved to become a complete casual wear brand that caters to adults & kids alike. From clothes to accessories, footwear & eyewear, Pepe Jeans today has become a one stop shop for all fashion needs. Pepe Jeans is currently available through 238 Exclusive Brand Stores, 528 Departmental Stores and 1350 Multi brand outlets as well as on popular ecommerce platforms.