Pepe Jeans London Introduces Shiruku Denim - Inspired by the Softness of Japanese Silk

Pepe Jeans London elevates its denim portfolio with the launch of **Shiruku,** a premium denim line inspired by the refined touch of Japanese silk, celebrated for its exceptional softness and smoothness.



Shiruku Denim by Pepe Jeans London

Crafted for consumers who value comfort as much as style, Shiruku introduces the innovative features of fine textile engineering with sophisticated design to provide superior comfort, soft feel, and style.

Inspired by the sensorial elegance of Japanese silk, Shiruku Denim delivers an elevated wearing experience, light against the skin yet structured in silhouette,

making it a versatile choice for all-day wear.

Prices starting from Rs. 4,999, Shiruku Denim is now available pan-India, across exclusive retail outlets, leading departmental stores, multi-brand outlets and leading e-commerce portals.

The launch of Shiruku further reinforces Pepe Jeans London's position as a brand that continues to evolve with modern lifestyles while remaining rooted in its denim-first philosophy.

You can watch the campaign here www.youtube.com/watch?v=N8QI4tOuqCA