

Patrizia Pepe announces New Pastry Line

Patrizia Pepe is pleased to announce its new line of pastries and baked goods as an extension of the brand. Beginning in the summer of 2020, Patrizia Pepe will introduce a variety of pastry items into its stores as the result of a partnership between local Florentine cafes and bakeries and the Patrizia Pepe brand. The brand traditionally offers womenswear, menswear, childrenswear, shoes, bags, jewelry, and other clothing and accessories. However, creative director Patrizia Bambi and president Claudio Orrea are excited to reveal this new development.

In addition to their customary products, select stores and cafes will begin selling a variety of pastries. This new line includes baked goods such as creme and chocolate croissants, sfogliatelle, tiramisu, cannolis, biscottis, bomboloni, cartocci, a small selection of cookies, and fruit tarts. Patrizia Pepe as a brand is characterized by its efforts to reflect the evolving metropolitan woman, always striving to remain relevant, urban, and experimental and succeeding in doing so. The development of this line is yet another way that the brand can shift to fit the ever-changing lives of the women it embodies, while also reaching new audiences and broadening its target market.

The brand's values set a solid foundation for the company, and place a heavy focus on independence for women in both life and fashion. They promote ideals of "the new woman": someone who is "*sensual, irreverent, courageous and self-aware*", as their website states. She is self-empowered, experimental, original, and a visionary, characterized by her strong female spirit and led by independence and a daring but cheeky sense of humor and style.

Patrizia Pepe highly values the importance of cohesion and brand consistency, so the campaign promoting this line of pastries will be photographed by Dario Catellani under the creative direction of Giovanni Bianco, just as the Spring/Summer 2020 advertising campaign "The Escalator" was produced. Digital communication will also reflect a similar aesthetic as to promote both the products and the brand attitude of Patrizia Pepe.

Patrizia Pepe stores will sell pastries in stores beginning June 2020 in their Florence, Italy flagship as well as other store locations.

About Patrizia Pepe

Patrizia Pepe is an upscale apparel and accessories ready-to-wear brand. Founded and headquartered in Florence, Italy in 1993, Patrizia Pepe is currently owned by its founders, Patrizia Bambi and Claudio Orrea. Bambi serves as the Creative Director and Claudio Orrea serves as President of the brand.

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