

Pepe Jeans India Taps Rakesh Jallipally as New CEO to Spearhead Strategic Growth

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In a bold strategic move to deepen its foothold in the dynamic Indian fashion market, Pepe Jeans London has appointed Rakesh Jallipally as the new Chief Executive Officer for India, effective July 24, 2025 [ETRetail.com](#) [Roastbrief US](#). The brand anticipates that Jallipally's leadership will catalyze a new era of operational refinement and market expansion.

A Visionary Leader with Deep Retail Roots

Having spent **over 18 years** in the fashion, retail, and consumer technology sectors, Rakesh brings a potent blend of strategic acumen and operational expertise to the table [ETRetail.com](#) [BW Retail World](#). His prior roles include:

- **Vice President at Flipkart**, where he launched and scaled the Gen Z fashion platform **Spoil** and managed the men's fashion vertical [ETRetail.com](#) [BW Retail World](#).
- Key leadership in establishing **AZORTE at Reliance Retail**, enhancing his credentials in high-impact retail innovation [ETRetail.com](#) [BW Retail World](#).
- Nearly a decade at **Arvind Fashions**, rising to **CEO and COO**, where he drove brand growth for industry stalwarts such as **USPA** and **Flying Machine** [ETRetail.com](#) [BW Retail World](#).
- Began his career at **Raymond Ltd.**, managing complex retail operations across South India—laying the foundation for strategic execution and scale [ETRetail.com](#) [BW Retail World](#).

A Leader with Academic Rigor and Growth Ambitions

Jallipally holds a **Post Graduate Diploma in Management (Marketing & Strategy)** from **IIM Lucknow**, combining top-tier academic training with hands-on leadership in India's evolving retail landscape [Roastbrief US](#) [BW Retail World](#).

Reflecting on his appointment, Rakesh shared:

“I’m really thrilled to be joining Pepe Jeans, a brand that has continually redefined denim and casual wear for millions of Indian consumers. I can’t wait to collaborate with the talented team here to enhance the brand’s presence, broaden our market reach, and connect more deeply with our diverse customer base. Together, we’re looking to build on Pepe Jeans’ iconic legacy and unlock the next phase of growth for our business in India.”

[Roastbrief US](#)

Refreshing Operations in a Key Market

This leadership refresh comes as Pepe Jeans accelerates its ambition to sharpen its competitive edge in India—one of its most vibrant retail markets. The brand envisions stronger digital engagement, an enhanced retail footprint, and deeper resonance with fashion-forward Indian consumers.

Industry watchers see Jallipally’s expertise—especially his experience leading Gen Z–focused strategies at Flipkart and his success with youth-centric Indian fashion brands—as critical in delivering differentiated growth [Roastbrief USBW Retail World](#).

About Pepe Jeans London

Founded in the iconic **Portobello Road, London, in 1973**, Pepe Jeans has grown into a global symbol of denim-led fashion, rooted in music, urban culture, and youthful expression. The brand continues to draw inspiration from London’s cultural melting pot to drive creative innovation across its collections for men, women, and children

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