

Peplos

GREEK CONTEMPORARY ART ON LUXURY SCARVES

www.peplosideas.com



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ABOUT

Peplos is a luxury scarf brand focusing on prints that are inspired by the work of contemporary Greek artists. We aim to create artwear that 'expand the moment', by taking a common accessory and turning it into a memory-infused experience. Peplos also introduces the 'Catch of the Day' corner; hand-crafted jewelry, each one completely unique, using materials reminiscent of the summer & sea. Each season we will present a new collection, and a limited edition collection of scarves and artwear. Peplos will create a gallery of wearable art, Art-a-Porter.



FROM ANCIENT GREECE
— to —
MODERN FASHION





FROM ANCIENT GREECE TO MODERN FASHION

Peplos is the ancient greek word for the cloth worn by women in ancient Greece: a rectangular, usually linen cloth that was wrapped around the body and pinned on the shoulder with a golden brooch of exquisite beauty. With our modern day Peplos we want to recreate the same sense of ethereal beauty that is eternally feminine, simple and elegant. Along with our scarves, we have created our version of the golden brooch to help us wear the scarf in more than one way. Our 'scarfspenders' offer a way to pin the scarf, keeping the silk unharmed, providing you with a creative space to choose how you wear your Peplos. Peplos brings the beauty of art closer to our body and soul, to help us stretch our everyday moments into an expanse of memories.



THE FOUNDER OF PEPLOS

Katia Dimopoulou is the founder and artistic director of Peplos. Born and raised in Athens- Greece, she has lived in Geneva, Hong Kong and New York.

She studied Political Science and has been a journalist since 1988. She held positions as Editor-in-Chief at various publications such as Harper's Bazaar (Greece) and Marie Claire (Greece). She is a lover of fashion, literature and theatre, but even more of sailing and diving during the summertime in the deep blue waters of Greece.

She is married and has a daughter, Melia Kreiling, who is a working actress in London and a collaborator of Peplos.

Peplos is Katia's most recent project, which formally binds her love of fashion and the arts; her goal is to collaborate with as many artists as possible and gradually create a wearable art gallery. Katia's strengths lie in her vision, her sense and understanding of a message, and her ability to arrive where her imagination leads her.

The logo for Peplos, featuring the word "Peplos" in a white, cursive script font, set against a solid dark blue square background.

COLLABORATIONS 2014

Tassos Vrettos is the 1st artist to collaborate with Peplos, resulting in the SS14 Collection 'Chasing the Sunsets'. Tassos is a renowned photographer based in Athens, GR and his work has touched every medium available. With a mind-blowing resume spanning publications, individual and group exhibitions and commissioned work by esteemed institutions world-wide, Tassos has a unique way of capturing moments. Tassos has captured large trees and tiny cacti as if they are nothing more than passengers on the Sunset ride. Tassos has been a close and treasured friend of Katia's and the collaboration with Peplos has been a materialization of their life-long friendship and a stellar commencement for collaborations to come.

Tassos also shot the campaign look book for the SS14 collection.

For more about Tassos Vrettos please visit his website:

<https://www.studiovrettos.gr>

and Facebook page:

<https://www.facebook.com/pages/Tassos-Vrettos/461824940571499>



COLLABORATIONS 2014

Melia Kreiling is the face of Peplos SS14. Now an actor and dancer, she was born in Geneva and raised in Athens. She is half Greek and half American. Melia is also the daughter of Katia Dimopoulou, and has been supporting Peplos from its very early stages. Joining forces with Tassos and Katia, she wears Peplos with sensitivity, idealism and power. She introduces a 'laissez faire' atmosphere to the campaign, inspiring a carefree confidence that she and her Peplos will enjoy the journey as well as reach the destination. For more about Melia Kreiling please visit her IMDB page:

<http://www.imdb.com/name/nm4218810>

and Facebook page: <https://www.facebook.com/OfficialMeliaKreiling>



CHASING THE SUNSETS

S/S 2014 COLLECTION



THE COLLECTION

This collection was created during our summer island-hopping around the Aegean Sea. We observed magnificent barren rocks with strange cacti as their only flora. After a day of swimming, cocktail hour is the precise time of the evening when we felt that the beauty surrounding us was being showered on our existence. A dramatic sunset would seal the day in a heart exploding manner. Peplos found a way to carry these sunsets all year round, expanding the moment and letting it breathe beauty well into the rest of the year. 'Till the next summer comes.

THE COLLECTION



JAZZY MYKONOS SUNSET



OFF GUARD IN PAROS



CRAZY PURPLE SUNSET



I CAUGHT A GOLD SUNSET

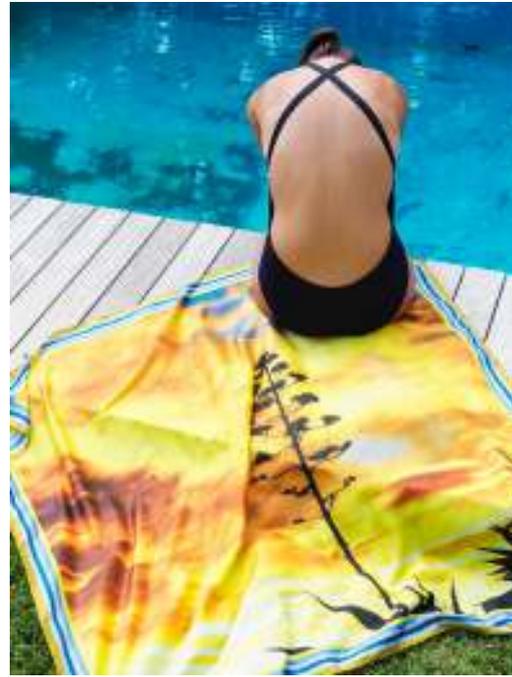


SANTORINI LOVE AFFAIR



FEELING BLUE SUNSET

THE COLLECTION





THE JEWELLERY

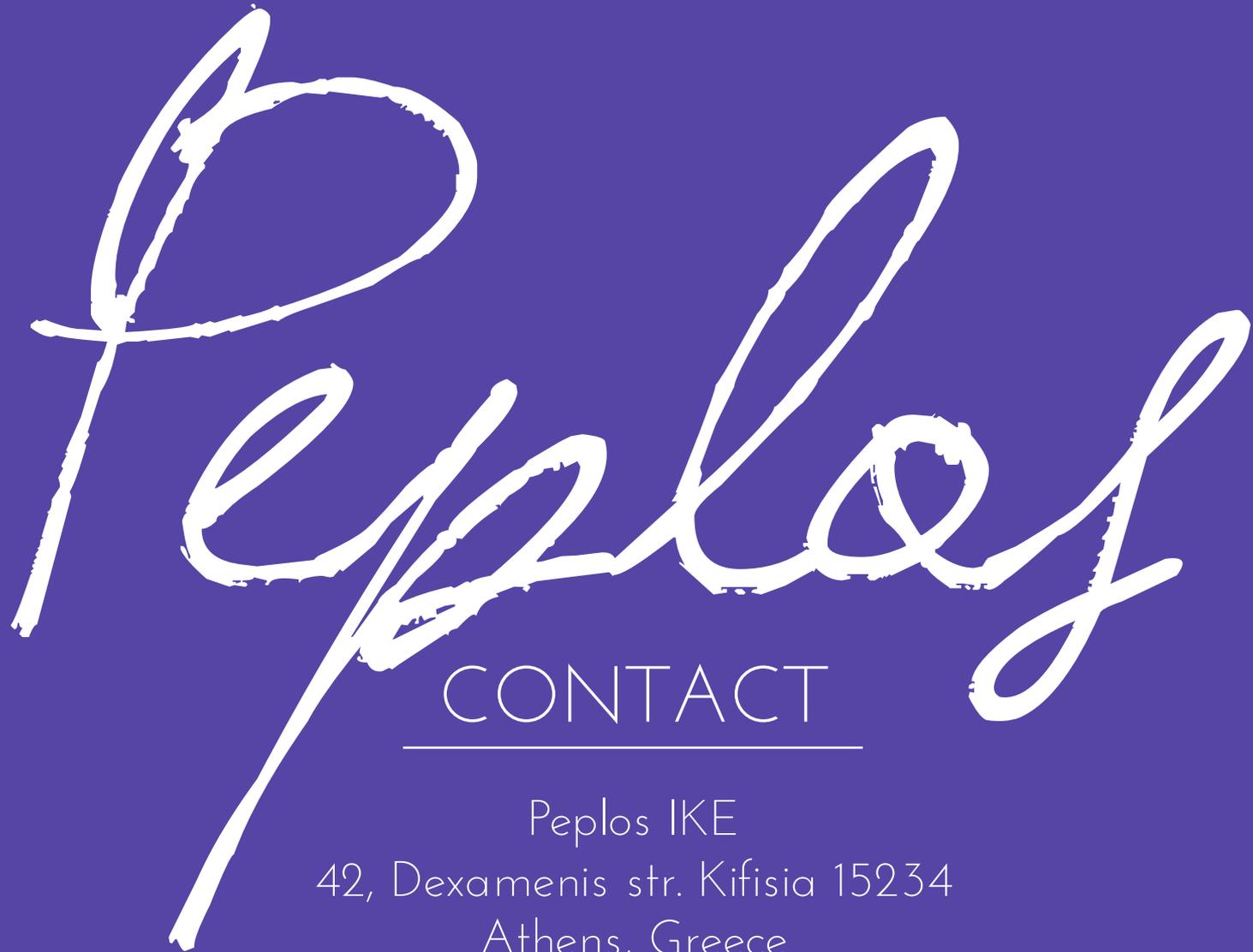
CATCH OF THE DAY



THE JEWELRY

Peplos also wants to develop an intimate collection of hand-made jewelry, riding a new wave of jewelry-making that has recently surfaced in Greece.

We kick off with a collection of earrings, crafted by Peplos founder Katia Dimopoulou. With a sense of sweet nostalgia, Katia uses carefully selected materials such as shells, corals, and pearls; sometimes being the very same that she has collected while swimming in the Mediterranean sea. Frolicking and cooperating with them, she hopes to materialize her day-dreams into creations that could be worn by the sea nymphs and water maidens of reality.



Peplos

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