

Essentials by Esprit – simple, basic, essential

Esprit presents a new line of contemporary wardrobe fundamentals: **Essentials by Esprit**. This range of modern staples embodies the latest styles and feature high-quality materials, exceptional details, and both classic basic and trendy colours – making these items much more than just basics.

Essentials by Esprit is a new part of the Esprit product line that introduces a range of complementary, lifestyle-oriented core products based on past best sellers. These new building blocks serve as the perfect accompaniment to **NOOS** products, especially undergarments and suits.

Essentials by Esprit can be found in the Women Casual, Women Collection, de.corp ESPRIT URBAN CASUAL, edc by Esprit, Men Casual, Men Collection, and edc men divisions to varying degrees and across all product groups. The styles will be available as a regular feature in Esprit stores for an entire season.

With Esprit Essentials, stores can offer their customers everyday styles for wardrobe basics such as sweaters, blouses, cardigans, t-shirts, and tops. Contemporary shapes, perfect fits, and exceptional quality guarantee that each piece feels as good as it looks. Pure designs and premium materials accentuate the understatement of these distinctive “more-than-basics” items. The straightforward **Essentials by Esprit** styles and their remarkable details are guaranteed to turn heads again and again.

Smaller volumes and an outstanding price/performance ratio in key price ranges guarantee quick sales. Thanks to monthly order cycles, color trends can be quickly and directly incorporated into the line. With the **Essentials by Esprit line’s** contemporary styles, colors, and shapes, it’s truly time to expect the unexpected.

New corresponding hang tags provide a simple, convenient point-of-sale aid for both salespersons and customers. The new line also includes a complete POS package.

“With **Essentials by Esprit**, Esprit offers stores a contemporary, dynamic range of clothing basics that combines optimum reliability with fresh accents,” adds Heinz Krogner, Esprit Chairman and group CEO.

And we’ve saved the best for last: with **Essentials by Esprit**, stores can expect an average of 10% higher estimated costing than with regular preorder items. Esprit then passes on the price advantage – a result of a targeted product offering and reduced stock keeping – to the store.

ESPRIT - THE WORLD IS OUR CULTURE