

# ESPRIT

## **Esprit E-Commerce platform is the fastest!**

### **First place in the e-fashion loading speed ranking.**

TextilWirtschaft and Bagend, an e-commerce service provider based in Hamburg, examined the 50 top-selling online stores in the fashion industry. They focused on the page loading process, how long the main content of a website takes to load, also called LCP (Largest Contentful Paint).

### **Esprit's e-shop comes off as the fastest in the ranking.**

It takes a maximum of 2.5 seconds for 90% of the page views to load. The loading time of websites has a great influence on customer satisfaction and affects the bounce rate or even the filling of the shopping cart.

Customer satisfaction is Esprit's top priority. With the help of multiple search options, filters and special landing pages on campaigns, Esprit serves its customers an inspiring shopping experience. For us, it is important that our customers are treated equally everywhere and offered the same options. For this reason, the e-commerce platform provides extra services and curated content around the styles.

### About ESPRIT

Fueled by the vision of essential positivity, Esprit was founded in California by couple Susie and Doug Tompkins in 1968. Inspired by the revolutionary spirit of the 60s the brand developed a clear philosophy - always celebrating real people and togetherness, in line with the brand's promise: "We want to make you feel good to look good". The success story of Esprit is based on two pillars: Delivering joy every day through laid-back tailored, high quality essentials and carefully selected fashion-forward pieces while staying true to its core values of sustainability, equality and freedom of choice. Example: In the early 90ies, long before "Eco Fashion" became fashionable, Esprit debuted its first "ecollection" made of 100% organic cotton and featured its own team instead of models in in honor of their "Real People Campaign."

Keeping this spirit alive since day one, today Esprit has a presence in over 30 countries around the globe. Esprit's headquarters are located in Germany and Hong Kong, where the brand has been listed on the Hong Kong Stock Exchange since 1993.

Esprit - Keeping it easy, comfortable and looking great. Every day. Already hooked? Find out more at [www.esprit.com](http://www.esprit.com)