

ESPRIT

PRESS RELEASE

New Store Concept for Esprit Innovative design reflects new brand direction

(Ratingen, 6 September 2019) Bold and contemporary. Esprit breaks boundaries with a new store concept that moves the customer to the heart of the shopping experience. Last week, Esprit opened a new store in Beijing created to inspire, surprise and bring joy to customers. The store makes a clear statement that the world's first lifestyle brand is back and fundamentally different.

Esprit is launching a refreshed brand identity that revitalizes its founding spirit while being contemporary. Bringing California cool and a progressive point of view to international fashion, Esprit has always been known for its bold graphics, bright colors and the Memphis Group style championed by designer Ettore Sottsass.

The clean and open presentation brings the product into full focus. Esprit has recently reduced the number of options in store by 25 to 30% allowing key pieces and product themes to stand out. These open areas encourage exploration and give space to create stories around the collections.

The graphic, playful and expressive identity conveys what Esprit stands for: people, community and positivity. One of the main elements is the façade. The iconic Esprit logo covers the full length of the store making a proud statement and giving prominence to the product.



Façade of the new Esprit store in Beijing

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A showcase for the Esprit brand

Tiled backdrops merge together as a visual horizontal line throughout the entire store radiating calm and supporting the modern graphic image. Collection highlights can be specially positioned in colored acrylic panels which are placed against the walls. "Our new store in Beijing is a showcase for the Esprit brand. With surprising and functional design details, and bright and social spaces, we think this is a great expression of the spirit of Esprit," says Anders Kristiansen, Esprit Group CEO.



Interior – divided spaces allows story telling around the collections

A customer-centric experience

There has been another major change to the look and feel of the store. To maximize the interaction between sales people and customers, the cash desk has been re-imagined and moved to the middle of the selling space. This forms a social hub that invites customers to stay, converse and relax and further experience the Esprit brand.

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Cash desk at the center becomes the social hub of the store

Less is sometimes more. The new store in Beijing is a stunning showcase of Esprit's new brand expression. Elements of the new store concept are now being tested and tried. Selective roll out to other Esprit spaces is now in planning.



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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 honor of their “Real People Campaign.”

Keeping this spirit alive since day one, today Esprit has a presence in 40 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