



ESPRIT INTRODUCES NEW LEADERSHIP TEAM TO SHAKE UP BRAND FOR INTERNATIONAL COMEBACK

Inaugurating senior leadership team, including CEO, CFO, CPO and CDMO

HONG KONG, 14 March 2022 – ESPRIT today introduces a new executive leadership team, naming William Pak as Chief Executive Officer, Brian Wong as Chief Financial Officer, Sang Langill as Chief Product Officer, and Larry Luk as Chief Digital and Marketing Officer. The brand is delighted to bring on these seasoned industry figures, who will draw on the brand’s heritage to introduce a new and refreshed offering.

Under their leadership, ESPRIT has undergone a number of operational changes and achieved a monumental turnaround from loss to profitability for the first half year in 2021, the first time since 2017. The Board is confident in their capabilities in reinvigorating ESPRIT’s return to the Asia market, including an ambitious e-commerce expansion.

The new executive leadership team includes:

- William Pak, Chief Executive Officer, a seasoned business leader with extensive operations and corporate transformation experience.
- Brian Wong, Chief Financial Officer, a financial industry veteran who held leadership positions in business and financial risk management and has considerable experience in managing investor relationships.
- Sang Langill, Chief Product Officer, who held senior product and merchandising roles at Adidas, Calvin Klein, Levi’s and Ralph Lauren.
- Larry Luk, Chief Digital and Marketing Officer, who held prior senior marketing positions at L’Oréal and Calvin Klein.

After the appointment of the new executive leadership team, William Pak, Chief Executive Officer at ESPRIT said, “We have now laid the foundation to breathe new life into our brand. Under our new collective vision, the team will tap into our wealth of experience as we journey into a new era of growth.”

“I am thrilled to have the full team aboard, which signifies we are going full speed ahead with our highly-anticipated comeback. The team will work closely together to ensure ESPRIT stays at the forefront of our industry, by creating sublime products that not only make customers feel good and look good but is also sustainable and consciously sourced.”

The new leadership together with existing President Europe, Leif Erichson, will kick-off a multi-dimensional business strategy, where products and experiences will be reinvigorated and delivered through a new omni-channel ecosystem introducing more touchpoints. This sets the brand on an exciting course aimed at building long-term relationships with customers that inspire and foster community, while remaining conscious and committed to the impact on society and the planet.



(From left to right) Sang Langill, Chief Product Officer; Brian Wong, Chief Financial Officer; William Pak, Chief Executive Officer; Larry Luk, Chief Digital and Marketing Officer and Christin Chiu, Executive Director and Chair

ENDS

About ESPRIT

Founded in California in 1968 by Doug Tompkins and Susie Buell, ESPRIT was the world's first lifestyle brand inspired by the human spirit.

But more than a birthplace, California represents the brand's sensibility: positive, upbeat, and easy-going. Embracing a larger-than-life attitude that is both experimental and pioneering, with a youthful state-of-mind fuelled by creativity and a love of design.

The successes of ESPRIT over the years is due by and large to its original ideals: promoting love and peace, celebrating people, and bringing like-minded folks together and bring joy to the world. This is the true essence of "ESPRIT de corps."

ESPRIT is a true hybrid of relevant dressing essentials and fashion-forward styles fit for every occasion and every wardrobe. Conscious and committed, the brand is lauded for its passion for people and the planet. Example: In the mid-80s, ESPRIT made headlines with its "Real People" campaign that featured employees and customers instead of models, and in the early 90s, debuted its first "ecollection" made of 100% organic cotton.

The first authentic brand of its kind, ESPRIT was also known for its revolutionary shopping experience, embodying its vibrant spirit in every way and in every detail.

Keeping this spirit alive, ESPRIT today has a presence in more than 30 markets around the world. The Group has been listed on the Hong Kong Stock Exchange since 1993, and ESPRIT's international headquarters is located in Hong Kong.

FleishmanHillard Hong Kong for ESPRIT

Rose Chan
Senior Account Manager
+852 64454506
rose.chan@fleishman.com