



PRESS RELEASE

# **Investing in the future: Esprit builds new digital platform**

## **Creating an inspiring shopping experience**

(March 2020, Ratingen) Esprit's e-commerce platform is being revamped to create a more inspiring way to connect with customers. The project is a key part of Esprit's digital transformation and made in partnership with Salesforce, the market leader in customer relationship management. Esprit invests around 40 million Euro in the upgrade.

An enhanced customer experience is at the core of Esprit's digital strategy. By implementing the new platform, Esprit is building an innovative solution to offer more flexibility and functionality, meeting market demands. "Part of our digital strategy is to build a site that continues to grow and delight our customers with our brand stories, and great product expression. The cooperation with Salesforce fits perfectly into this approach," says Leif Erichson, Chief Digital & Operations Officer at Esprit.

Using Artificial Intelligence technology, Esprit will deliver more individualized communication to customers, such as style suggestions and the possibility to filter functionalities like sustainable materials, style and fit.

The new platform is already implemented in the UK since January. Austria will follow in Spring / early Summer, Germany in Summer, and the remaining countries in the course of next year.

# ESPRIT

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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 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 <http://www.esprit.com/>