

ESPRIT

PRESS RELEASE

Esprit proudly teams up with UEFA Women's Football

A fearless partnership which inspires

(10 October 2019, Ratingen) Empowering women and breaking stereotypes are at the heart of Esprit's brand ethos. So, Esprit is proud to announce that it is the official branded apparel partner of UEFA Women's Football, committed to amplifying the success stories within women's football to wider society.

As an official partner of UEFA Women's Football from 2019 to 2021, both organizations promote diverse roles for women in sports, leadership and society more broadly. During the partnership, Esprit will supply branded apparel to UEFA staff and volunteers working at flagship competitions including the UEFA Women's Champions League finals and the UEFA Women's EURO 2021, which will take place in England. The collaboration also provides an exciting global platform for various brand and marketing activities.

Earlier this year Esprit launched the WE ALL campaign in cooperation with UN Women National Committee Germany which raises awareness of the need for gender equality and women's empowerment. The partnership with UEFA Women's Football is a powerful continuation of this theme. "We are really excited to partner with UEFA. Shining a light on unconventional female role models will promote real change. We want to inspire young women to believe in themselves and have the confidence to take different paths," says Esprit Chief Brand & Product Officer Mia Ouakim.



Mia Ouakim, Chief Brand and Product Officer Esprit, Eunice Nketiah Beckmann and Isabelle Linden, both UEFA Ambassadors and Maria Pambori, Senior Vice President Lifestyle Products Esprit, at the Esprit headquarters in Ratingen (from left to right).

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As the official lifestyle partner of UEFA Women's Football Esprit also supports UEFA's well-established Together #WePlayStrong initiative. The focus hereby lies on the empowerment of young girls and women and on changing the perception of the sport. With Together #WePlayStrong, Esprit and UEFA will unite fans and players all over the world, promote an image of strong women and make sure every girl feels welcome to join. Stay tuned to see the first Esprit X UEFA apparel at the UEFA Women's Champions League final in May 2020.

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 www.esprit.com