

## It's all about a strong network

Esprit invited its international wholesale partners to two exciting days at its Headquarters

On March 19 and 20, 2019 Esprit welcomed more than 120 franchise partners from 19 different European countries to the Esprit Partner Day. The management team presented the new brand direction, the improvements being made in product quality and the path to become best in class in wholesale.

### The Joy of Esprit

"Welcome to the joy of Esprit. Welcome to the movement." With this statement Daniel Mayer, Head of Wholesale Europe and Americas, opened the event. Day one was a series of inspiring presentations. "We believe that bold changes are needed to return Esprit to sustainable growth and profitability", says Anders Kristiansen, Esprit's Chief Executive Officer. "Our purpose is to deliver joy and offer products that make people feel good every day."

Mia Ouakim (Chief Product & Brand Officer), Ivana Aurich (Vice President Head of Men) and Anja Schuebeler-Droese (Senior Vice President Head of Women) gave an update on the new direction for product. Simon Heckscher, Head of Global Marketing, explained about the new brand direction. The event culminated in a vibrant fashion show featuring dancers and the latest Esprit styles.

### Working together and exchanging experiences

The second day consisted of a series of engaging workshops on detailed operational topics designed to refine processes and develop the best possible service for partners. All in all it was about common goals and an exchange of experiences.

After two intensive, but also exciting and informative days, Esprit is looking forward to the next meeting with its international wholesale partners.

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