



PRESS RELEASE

## **Esprit opens new YES Center in Bangladesh**

**The fashion company pledged a million euros to support  
young people reach their full potential**

(11 December 2019, Ratingen) In November Esprit opened its fifth YES Center this time in Bangladesh during an official opening event with local officials, students, their families and volunteer teachers creating an emotional event around the opening. The YES Center stands for Youth Empowerment through Skills and welcomes young people to realize their full potential for a bright future.

In countries such as India, Pakistan, Vietnam and Bangladesh the garment industry plays a major role for the economy which is why Esprit has chosen to give back. In cooperation with the YOU Foundation, an UN-endorsed organization in Germany, Esprit pledged a million euros to set up the YES Centers. The programs provide educational trainings to young people, especially girls, for them to learn and develop their skills in order to find a job they enjoy and are good at. With the opening of the YES Center in Tangail, it's the second one in Bangladesh.

Over the past two years the program has proven to be a great success. Looking at only the newly opened YES Center in Tangail, already approx. 500 students, of which 80% are women, have been trained since the beginning of the project in May 2018. The training programs include basic entrepreneurial training, English language, computer skills, communication, graphic and fashion design, industrial sewing as well as skill training in beauty, cosmetics and wellness. The figures are as promising when looking at the YES Centers in Pakistan, Vietnam and India where the programs were launched in 2017. In Pakistan, already 340 students found employment after the successful completion of the educational courses and in India, currently 70 students are being trained.

These trainings the young people receive change their lives. They have great dreams of becoming programmers or having their own tailoring shop. Before becoming students at a YES Center, several girls have been married at a very young age, became pregnant, got divorced and found their way back to their parents' home. Some of them are not older than 19 years and have their own children to care for. On the one hand, it makes them happy being able to contribute to their family's living and, on the other hand, it is fulfilling for them to learn new things and to have their own autonomy. Esprit works together with local communities, employment offices, the families and students to create programs that benefit the community and help young people build a better future considering the challenges they have to fight.

# 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 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](http://www.esprit.com).