



ESPRIT DEBUTS A SPIRITED AND COLORFUL CAPSULE COLLECTION TO CELEBRATE THE NEW YEAR

Presenting the 'Archive Re-Issue Capsule' in partnership with HBX

(6 January 2022 - Hong Kong) **ESPRIT**, the renowned international fashion brand representing style, innovation, and quality, is proud to present the **Archive Re-Issue Capsule** - featuring **ESPRIT**'s archival silhouettes from the most eclectic decades in fashion. The launch is a revival of the brand's 80's nostalgic styles while paying tribute to **ESPRIT**'s core philosophy in creating joy through laid-back, sustainable, and fashion-forward pieces. Reinvented in bright and bold colorways, the collection captures the hopeful spirit of the new year and marks an exciting comeback of **ESPRIT** with classic designs.

Presented with love and passion, the collaborative **Archive Re-Issue Capsule** features two highly sought-after silhouettes revamped for an effortless look - including an oversized crewneck and boxy fit t-shirt. The pieces come in an array of vibrant colors like red, blue, pink, yellow, purple, and neutrals that can be easily styled. Upbeat, casual, and comfortable, the range is finished with **ESPRIT**'s emblematic logo in a contrasting tone to make a versatile wardrobe essential this season.

Starting from 6 January 2022, the collection will first debut at **HBX** (www.hbx.com), the leading global fashion and lifestyle online platform.

The partnership between **ESPRIT** and **HBX** represents the coming together of an iconic and modern apparel brand with a leading online platform at the forefront of fashion and culture. As **ESPRIT** makes its first re-entry into the Asian market, the collaboration sets the stage for the brand's success - with high anticipation for upcoming releases that bring its colorful heritage into the modern era. Fueled by the idea of authenticity and

positivity, **ESPRIT** continues to inspire and innovate future generations by celebrating real people and togetherness.

- ENDS -

Images

<https://www.dropbox.com/sh/jtedl48m3k5d8ij/AAAF0y10aJnptYyURrVlpmsva?dl=0>

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 more than 30 markets around the globe. The Group has been listed on the Hong Kong Stock Exchange since 1993, and Esprit’s global headquarters is located in Hong Kong.

About Hypebeast

Hypebeast Ltd. started from a sneaker website founded by Kevin Ma in 2005 to a publicly listed media company in 2016. With a total reach of over 44.6M users across all platforms, The media group boasts a global readership across Asia Pacific, North America, Europe and more, with the flagship platform available in five languages. The group has expanded its publishing brands to a wider scope in recent years, encompassing Hypebeast and its multiple content distribution platforms, HBX, our e-commerce and retail platform, and Hypemaker, our global agency. Hypebeast Ltd. has been featured in Forbes’ “Asia’s 200 Best Under A Billion” in 2020.

About HBX

Founded in 2012, HBX has developed and refined itself to now feature over 200 carefully curated brands, which offer valued consumers everything from Apparel, Footwear, Accessories, Prints and Tech goods. HBX focuses on brands that tell a strong story through their products, whether it's the intricacies within the construction or the boundary-pushing ideas that are displayed through creative direction. The brands featured at HBX are sourced from all over the world such as New York, Los Angeles, London, Paris, Tokyo, Sydney, and many more.

For inquiries, please contact:

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APPENDIX

IMAGE	DESCRIPTION	RETAIL PRICE
	UNISEX SS CREWNECK LOGO PRINT RELAX FIT T-SHIRT COLOR: BLACK	HKD 599.00
	UNISEX SS CREWNECK LOGO PRINT RELAX FIT T-SHIRT COLOR: BRIGHT WHITE	HKD 599.00
	UNISEX SS CREWNECK LOGO PRINT RELAX FIT T-SHIRT COLOR: LIGHT BLUE	HKD 599.00



UNISEX SS CREWNECK LOGO PRINT RELAX
FIT T-SHIRT

COLOR: PINK

HKD 599.00



UNISEX SS CREWNECK LOGO PRINT RELAX
FIT T-SHIRT

COLOR: PURPLE

HKD 599.00



UNISEX LS CREWNECK LOGO PRINT
OVERSIZE SWEATSHIRT

COLOR: YELLOW

HKD 999.00



UNISEX LS CREWNECK LOGO PRINT
OVERSIZE SWEATSHIRT

COLOR: GREY

HKD 999.00



UNISEX LS CREWNECK LOGO PRINT
OVERSIZE SWEATSHIRT

COLOR: RED

HKD 999.00



UNISEX LS CREWNECK LOGO PRINT
OVERSIZE SWEATSHIRT

COLOR: NAVY

HKD 999.00