

ESPRIT

PRESS RELEASE

Esprit opens first exclusive bodywear store in Netherlands

Partnership with Van Keulen Retail



(February 2020, Ratingen), on February 27, Esprit opened its first bodywear store in the city center of Hilversum. The store, located on the Kerkstraat, covers more than 140m² and offers Esprit's wide range of women lingerie, sports, bath and nightwear collection. With the opening of its first bodywear store, Esprit gives substance to its Wholesale strategy within the Dutch market.

Esprit exclusively partners up with Van Keulen Retail, a successful and experienced franchise family business from South Holland. The new store will be aligned with the Esprit's store concept, offering a pleasant and warm atmosphere to its customers. "We believe that with our high quality products and Werner van Keulen's knowledge and retail experience, Esprit Bodywear is a great addition to the Dutch retail landscape" says Wouter Mol, Head of Franchise BENELUX & UK at Esprit. More exclusive bodywear stores are planned in the future.

The exclusive bodywear store will offer Esprit's wide lingerie and nightwear collection, made from comfortable materials such as organic cotton, elegant lace and soft jersey,

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ranges from refined bras and panties to comfortable negligees and nightdresses. "With our Esprit Bodywear collections we aim to deliver equally joy, comfort and function for the modern women's lifestyle - from day to night and all activities. We attach great importance to a holistic offer from perfectly fitting underwear, comfy nightwear and loungewear to our more active offer which, in addition to a stylish look places all attention on function like our swimwear and our sports collection", says Maria Pambori, Senior Vice President – Head of Lifestyle Products at Esprit.

In addition to Esprit's lingerie and nightwear, the loungewear collection, featuring soft and sustainable fabrics in fashionable and comfortable shapes will be available at the exclusive bodywear store in Hilversum. The styles are made for everybody, from push up's to figure smoothing shape pieces. Also, Esprit's fun and functional swim- and beachwear showcasing seasonal prints and colors in a variety of well-fitting and flattering shapes are sold at the store.

The bodywear store will also feature the Esprit Sport collection, which is designed for our customers to look good and feel good - in or outside the gym. A cohesive collection bringing together active styles with casual lifestyle styles, complimented by the Curvy collection up to size 50 featuring our most loved styles.

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Press contact:
Marketing.nl@esprit.com

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