

## **Esprit increases focus on Menswear**

Esprit Men has set itself some high targets for 2006.

The trisection of the divisions Esprit Men Casual, Esprit Men Collection and edc Men was completed in July 2005 – and the first successes have already been seen. Each division is run independently by a Global Business Manager, and is aimed at various target groups. The three new divisions each have a different image: edc men stands for Urban Young Fashion and the Denim world; Men Casual is divided into Casual and Smart Casual, and Men Collection consists of high quality business wear. However, the divisions are not aimed at fixed target groups, but rather are intended to offer all consumers a greater variety of items that can all be combined with each other.

The ultimate aim of the entire Esprit Men division is: “To give the consumer greater variety and good, reliable quality that is always up-to-date.”

The current annual turnover in menswear is around 310 million euro, but this figure is expected to increase threefold over the next five years. Various measures are planned to help with achieving this aim.

The first free-standing Esprit Men test stores in Europe are planned for spring 2006. Esprit will run these test stores autonomously. There is a clear differentiation from Ladieswear in the visual merchandising, communication etc.

Free-standing Esprit Men stores are also planned in the franchise division; as COO Thomas Grote says, the systems business has a future. The sales areas in the stores will range from 200 to 400 m<sup>2</sup>, depending on the location. The Men division will undoubtedly be an interesting additional market for existing franchise partners.