

Esprit Women Collection launches new Single-Pant concept

In December 2005, Esprit Women Collection will be introducing a new Single-Pant concept to retailers. Six new trouser shapes will cater for every taste, and clear product communication will ensure clarity at the POS.

Every businesswoman knows how difficult it is to find stylish, well-fitting black trousers. And when you've finally found them, you feel like buying a dozen pairs. This will no longer be necessary with the Esprit Women Collection's Single-Pant concept. Because in future, you will be able to buy your favourite trousers again and again.

Black trousers will be permanently available in three different materials: in an attractive office quality, in high-tech stretch, and in flowing crepe.

Trousers will also be available in basic and modern fashion colours, in easy-wash materials such as cotton with and without stretch, and in a cotton-linen mix.

Six different shapes will be on offer, each in a normal and a low rise version. Every month the basic styles will be complemented by one or two fashion designs. This will either be an ultra-modern style in one of the basic materials, or a basic style in a special material: in December, "Shimmer Cotton" will provide an elegant glittering effect.

A paper tag on the waistband will help the customer to find her favourites at a glance. Here, the main product information is listed: style name and size, plus a brief description of the trousers such as low rise, modern fit or boot leg. The style names are new, influenced by the major metropolises such as London, Paris and Tokyo, and exude an international flair. Doesn't that make you look forward to your next business trip?

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