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ESPRIT

ESPRIT HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

STOCK CODE: 00330

APPOINTMENT OF CHIEF PRODUCT AND BRAND OFFICER

Ms Mia Ouakim will be appointed as the new Chief Product and Brand Officer of the Group with effect from 1 February 2019. In this role, Ms Ouakim will report directly to the Group Chief Executive Officer and will be part of the executive management team. Ms Ouakim will be responsible for managing the product creation and design of all product divisions, as well as the consistent execution of the brand strategy across all product divisions and consumer touch points.

Ms Ouakim's extensive experience spans corporate strategy, product design, merchandising, planning and development, brand and communication, and distribution gained from amongst the luxury and premium brands in the global market. In her most recent role as Senior Vice President, Tommy Hilfiger Menswear and Tailored, Ms Ouakim has full business responsibility of the brand's menswear division globally and has been consistently delivering growth in line with the company's vision and key performance indicators, as well as delivering products that have the quality and fit that match the consumers' expectations, and have brand-unique product handwriting recognizable by its consumers. Prior to this role, she served as Vice President, Tommy Jeans, formerly known as Hilfiger Denim (Women & Men) between 2014 and 2017 where she had full business responsibility of the denim division globally. Prior to joining Tommy Hilfiger, Ms Ouakim was with Burberry where she held various senior positions in product, merchandising and design for Burberry childrenswear between 2006 and 2014. Before that, she was with Children Worldwide Fashion in the United Kingdom for a number of years, responsible for brand, communication and public relations of various luxury and premium brands, including Burberry, Timberland, Kenzo, Nike, Elle and DKNY childrenswear. Ms Ouakim obtained a Bachelor degree in Fine Arts, Interior Design, from the Academy of Fine Arts (Académie des Beaux-Arts) in Paris, France.

The Board would like to take this opportunity to welcome Ms Ouakim to Esprit.

By Order of the Board
Florence Ng Wai Yin
Company Secretary

Hong Kong, 30 November 2018

As at the date of this announcement, the Board comprises (i) Dr Raymond Or Ching Fai (Executive Chairman), Mr Anders Christian Kristiansen (Group Chief Executive Officer), and Mr Thomas Tang Wing Yung (Group Chief Financial Officer) as Executive Directors; (ii) Mr Jürgen Alfred Rudolf Friedrich as Non-executive Director; and (iii) Mr Paul Cheng Ming Fun (Deputy Chairman), Dr José María Castellano Ríos, Mr Alexander Reid Hamilton, Mr Carmelo Lee Ka Sze and Mr Norbert Adolf Platt as Independent Non-executive Directors.