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ESPRIT
ESPRIT HOLDINGS LIMITED
(Incorporated in Bermuda with limited liability)
(Stock Code: 00330)

UNAUDITED FY09/10 FIRST QUARTER UPDATE
FOR THE THREE MONTHS ENDED
30 SEPTEMBER 2009

FIRST QUARTER UPDATE

The Company is pleased to present the unaudited FY09/10 first quarter sales update of the Company and its subsidiaries for the three months ended 30 September 2009. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

Turnover by Regions

| REGIONS | YTD 30 September 2009 | | YTD 30 September 2008 | | Change in % | | Retail comp store sales growth % |
|--------------------------|------------------------------|----------------------------|------------------------------|----------------------------|--------------------|-----------------------|-----------------------------------------|
| | HK\$ million | % to Group Turnover | HK\$ million | % to Group Turnover | HK\$ | Local currency | |
| Europe | 8,065 | 86.1% | 8,835 | 86.8% | -8.7% | -3.6% | -2.9% |
| Asia Pacific | 1,050 | 11.2% | 1,083 | 10.6% | -3.0% | 0.9% | -7.2% |
| North America and Others | 250 | 2.7% | 261 | 2.6% | -4.2% | -1.2% | -5.6% |
| TOTAL | 9,365 | 100.0% | 10,179 | 100.0% | -8.0% | -3.1% | -3.5% |

Turnover by Key Distribution Channels

| KEY DISTRIBUTION CHANNELS | YTD 30 September 2009 | | YTD 30 September 2008 | | Change in % | |
|-----------------------------|-----------------------|------------------------|-----------------------|------------------------|--------------|-------------------|
| | HK\$ million | % to Group Turnover | HK\$ million | % to Group Turnover | HK\$ | Local currency |
| WHOLESALE | 5,178 | 55.3% | 5,971 | 58.6% | -13.3% | -8.5% |
| Europe | 4,653 | 49.7% | 5,438 | 53.4% | -14.4% | -9.6% |
| Asia Pacific | 483 | 5.2% | 484 | 4.7% | -0.2% | 3.8% |
| North America and Others | 42 | 0.4% | 49 | 0.5% | -14.3% | -8.9% |
| RETAIL[#] | 4,113 | 43.9% | 4,141 | 40.7% | -0.7% | 4.5% |
| Europe | 3,388 | 36.2% | 3,388 | 33.3% | 0.0% | 5.5% |
| Asia Pacific | 557 | 5.9% | 584 | 5.7% | -4.7% | -0.8% |
| North America | 168 | 1.8% | 169 | 1.7% | -0.5% | 2.9% |
| LICENSING AND OTHERS | 74 | 0.8% | 67 | 0.7% | 10.4% | 12.7% |
| TOTAL | 9,365 | 100.0% | 10,179 | 100.0% | -8.0% | -3.1% |

[#] Retail sales includes sales from e-shop in countries where available

Turnover by Product Divisions

| PRODUCT DIVISIONS | YTD 30 September 2009 | | YTD 30 September 2008 | | Change in % | |
|-------------------|-----------------------|------------------------|-----------------------|------------------------|--------------|-------------------|
| | HK\$ million | % to Group Turnover | HK\$ million | % to Group Turnover | HK\$ | Local currency |
| Casual | 4,498 | 48.0% | 4,735 | 46.5% | -5.0% | -0.6% |
| edc | 2,152 | 23.0% | 2,428 | 23.9% | -11.4% | -7.1% |
| Collection | 870 | 9.3% | 866 | 8.5% | 0.5% | 5.0% |
| Others* | 1,845 | 19.7% | 2,150 | 21.1% | -14.2% | -10.1% |
| TOTAL | 9,365 | 100.0% | 10,179 | 100.0% | -8.0% | -3.1% |

* Include accessories, kids, shoes, bodywear, sports, de. corp, red earth, salon, licensing income & licensed products like timewear, eyewear, jewellery, bed & bath, houseware, etc.

Key Distribution Channels by Regions

As at 30 September 2009

| REGIONS | WHOLESALE (controlled space only) | | | | | | | | | | | | RETAIL | | | | |
|--------------------------|-----------------------------------|----------------|--------------------|---------------------------|------------------|----------------|--------------------|---------------------------|--------------------|----------------|--------------------|---------------------------|-------------------------|----------------|--------------------|---------------------------|---------------|
| | Partnership stores** | | | | Shop-in-stores** | | | | Identity Corners** | | | | Directly Managed Stores | | | | Comp Stores |
| | No. of stores | Sales area sqm | Net opened stores* | Net change in sales area* | No. of stores | Sales area sqm | Net opened stores* | Net change in sales area* | No. of stores | Sales area sqm | Net opened stores* | Net change in sales area* | No. of stores | Sales area sqm | Net opened stores* | Net change in sales area* | No. of stores |
| Europe | 1,226 | 296,212 | (5) | 1.4% | 5,020 | 202,835 | (152) | -3.2% | 5,425 | 120,482 | (475) | -7.5% | 400 | 225,586 | 15 | 1.9% | 269 |
| Asia Pacific | 292 | 77,127 | (26) | 0.0% | 251 | 9,811 | 20 | -6.5% | 810 | 90,061 | (397) | 1.5% | 336 | 64,354 | (2) | 0.5% | 220 |
| North America and Others | 2 | 300 | - | - | 6 | 137 | - | - | - | - | - | - | 79 | 28,916 | 1 | 2.5% | 64 |
| TOTAL | 1,520 | 373,639 | (31) ^ | 1.1% | 5,277 | 212,783 | (132) | -3.3% | 6,235 | 210,543 | (872) ^ | -3.9% | 815 | 318,856 | 14 | 1.7% | 553 |

* Net change from 30 June 2009

** Include Esprit and red earth stores/units

n.a. Means not applicable

^ Majority decline due to the divestiture of the red earth brand related operations

On behalf of the Board
ESPRIT HOLDINGS LIMITED
Bella CHHOA Peck Lim
Company Secretary

Hong Kong, 21 October 2009

As at the date of this announcement, the Board comprises (i) Mr. Heinz Jürgen Krogner-Kornalik (Chairman), Mr. Ronald Van Der Vis and Mr. Chew Fook Aun as Executive Directors; (ii) Mr. Jürgen Alfred Rudolf Friedrich as Non-executive Director; and (iii) Mr. Paul Cheng Ming Fun (Deputy Chairman), Mr. Alexander Reid Hamilton, Dr. Hans-Joachim Körber, Mr. Raymond Or Ching Fai and Mr. Francesco Trapani as Independent Non-executive Directors.