



BRAND EVENT: "THE WORLD OF ESPRIT"

Ratingen, September 5, 2012 - An exclusive brand event entitled "The World of ESPRIT" took place in Cologne's Gerling neighborhood on the evening of September 4, 2012.

ESPRIT invited guests to embark on an international journey and presented the brand's new direction together with the launch of the spring and summer 2013 collections.

Approximately 800 guests from high society and media, as well as business partners, representatives of the international fashion and lifestyle press and high-carat VIPs such as US socialite Olivia Palermo and model boyfriend Johannes Huebl, it-girl and blogger Hanneli Mustaparta, model Franziska Knuppe and many others celebrated at the elaborately styled location in Cologne's Gerling district.

The Gerling neighborhood in Cologne is one of the largest historical constructions of the postwar era. Originally the headquarters of the Gerling Insurance Company, the impressive architecture of the room which formerly served as the office of Gerling's CEO Dr. Hans Gerling is now an exclusive VIP lounge.

The realization of the concept was entrusted to the well-known event-production company "Villa Eugenie." Artistically staged rooms, inspired by the theme of ESPRIT's collection for the spring and summer of 2013, invited the guests to travel through various countries and continents. "Stewardesses" welcomed the guests and accompanied them on a journey that led to Asia, Los Angeles, Norway, France and other destinations.

The high points of the evening were live performances by two top acts: DJ Mark Ronson and the US soul singer Erykah Badu.

This impressive and creative setting provided ideal surroundings in which to present ESPRIT's women's and men's collections for the spring and summer 2013 in the areas of Casual, Collection, Bodywear, Wellness and Denim, which were inspired by the theme of travel and cultures.

An excerpt from the Guest List:

Mark Ronson

Erykah Badu

Olivia Palermo in ESPRIT

Johannes Huebl in ESPRIT

Josephine de la Baume

Hanneli Mustaparta in ESPRIT

Franziska Knuppe in ESPRIT

Nora Tschirner

Johanna Klum in ESPRIT

Pheline Roggan in ESPRIT

Lisa Tomaschewsky in ESPRIT

Ira Meindl in ESPRIT

Ania Niedieck

Jens Hartwig

Remo Schulze

DOWNLOAD

hi-res pictures here



ESPRIT.COM

DOWNLOAD

[hi-res pictures here](#)



IT'S ALL ABOUT ESPRIT

Esprit – a homage to the relaxed, sunny Californian attitude towards life. And the free spirit of 1968, the year it was founded. For women, men and kids, Esprit creates inspiring styles made from high-quality materials with great attention to detail. Each piece shows just how much effort Esprit puts into its creations.

Making the Esprit spirit tangible: as part of a transformation program launched in September 2011, the fashion label will invest a total of over 280 million euros into redesigning its directly managed stores. This program will run until 2015 and is aimed at strengthening the overall brand character over the long term.

Esprit is present in more than 40 countries and sells its fashion items in more than 1,100 directly managed retail stores worldwide, as well as in more than 11,000 wholesale points-of-sales. This includes franchise partners and sales space in department stores. The company is listed on the Hong Kong stock exchange, has over 14,000 employees and achieved a turnover of 3.2 billion euros in 2010/11.

ESPRIT.COM

Contact:

Artemis Associates

Geoff Walsh

Tel: (852) 2861 3278

Mobile: (852) 9097 2065

Email: geoff.walsh@artemisassociates.com

Winnie Lo

Tel: (852) 2861 3234

Mobile: (852) 9780 3978

Email: winnie.lo@artemisassociates.com