

ESPRIT

The world's third unique Esprit Concept Store opened in Düsseldorf

OVER 600 GUESTS, LIVE ACT FRITZ KALKBRENNER, CALIFORNIAN HEALTH FOOD AND A RELAXED ATMOSPHERE

Düsseldorf, June 2012 – Esprit surprised numerous art, design, music, fashion and architecture enthusiasts with the world's third unique Esprit Concept Store on Schadowstrasse. The opening event took place on the evening of 26 June 2012. Relaxed music, Californian health food and an inspiring live performance created an eased framework for a vivid atmosphere.

Get-together with friends – the store opening event

Together with model Franziska Knappe, musician David Pfeffer, TV hosts Verena Wriedt, and Sandra Thier, as well as actors Miranda Leonhardt and Jan Hartmann, 600 guests experienced the natural Californian spirit of the Esprit Concept Store. In a dynamic live-painting performance artist Rénaud Zapata created a stylish portrait of the campaign's testimonial Gisele Bündchen, while live beats by DJ Fritz Kalkbrenner filled the store with electrifying sounds. Californian health food made with organic ingredients was inspired by top British chef Jamie Oliver and his cookbook 'Jamie's America' and was highly enjoyed by the invitees. Further highlights, such as a special styling lounge by Paul Mitchell plus an original VW minibus from the sixties and an exclusive rickshaw service for guests in front of the store, took the easygoing gathering by surprise.

Those who wanted to show off their creativity were able to partake in arts and crafts at different stations. Matching the floral elements of the store concept, guests tried their hands at Ikebana, the Japanese art of flower arrangement. Guests created loving memories by posing for personal Polaroid photos, composing individual spice and salt blends, and making their own handprints in sand-filled wooden boxes which were hung up in the store.

Smart system - Esprit recycles with "I:CO"

At the Esprit Concept Store in Düsseldorf, Esprit launched a Europe-wide partnership with I:Collect AG and I:CO recycling collection points. From now on, the "I:Counter" will enable customers in Düsseldorf and other selected Esprit stores to dispose of discarded clothing and shoes quickly in an environmentally-friendly manner while making a contribution to a good cause. As a 'thank you' for the clothing donation, customers will receive a 10% discount on their next purchase from every participating Esprit store with every full bag of clothing they donate.

Urbanity meets well-being – the new 'Lighthouse' store concept in Düsseldorf

The Esprit Concept Store reflects the brand's Californian heritage and its modern spirit. To create this new 'Lighthouse' store concept for the Düsseldorf store, Esprit's architectural team collaborated with the renowned New York firm 'Anderson Architects'. The main feature of this concept is the interplay of warm colors, natural materials and exceptional architectural highlights. The remarkable 'house within a house' concept with a spacious courtyard in the entrance area and an integrated glass balcony spreads over two floors and is encased by the outer façade. Loving details and handcrafted elements, such as an entire green wall, decorated vintage dollhouses, and numerous handwritten slates with individual messages invite guests to continually discover the store. Cozy lounges on both floors make the new Esprit Concept Store a unique retreat. Displayed on 1720 square meters, the specially chosen range of Esprit fashion is complemented by coffee-table art books and a handpicked selection of CDs.

New look – same unique essence

The opening of the Esprit Concept Store on Schadowstrasse is part of a transformational program aimed at strengthening the brand over the long term. Launched in September 2011 and continuing until 2015, the program will see the fashion label invest over 280 million euros in the redesign of its directly managed retail outlets.