

ESPRIT HOME – SPRING COLLECTION 2013

Press Release

Ratingen, January 2013. This year, Esprit continues its discovery of local lifestyles in the world's most inspiring metropolises. Starting in Amsterdam, the journey will then go on to San Francisco and Milan, bringing to life the consistent collection motto: home is where the heart is.

Amsterdam: thrillingly relaxed

Amsterdam has a lot more to offer than canals, museums and a district where the lights are always red. Once you leave the city centre, you will find a different, more exciting Amsterdam: Amsterdam Noord – the former working-class area that's nowadays just called the "Crazy North". Amsterdam's north is the hub of the young and creative. Their homes look even more inviting than elsewhere. Tolerance rules. Design-it-yourself meets find-it-yourself. Old heirlooms are open-mindedly matched up with new trends. Even nature is kindly invited to move into the former industrial sites. Spring is in the air, barely resisting taking a cosy little time out in the velvety soft reversible bed linen made of 100% cotton. Whatever becomes the choice – whether it's "INDIGO", the bed linen with sophisticated ornamentation, or its "DENIM" counterpart with large-sized floral patterns: the design deliberately keeps a low profile. Right down to the "STONEWASH" towel line, everything blends into the spring-like colour concept dominated by washed-out shades of blue, grey, brown and red. And should springtide fancy yet more nature, there will be a firmament of delicate flowers waiting in the living room, alongside hand-woven Nepal carpets with GoodWeave certificates. Even Mother Nature couldn't have designed the ECO tendril wallpaper any more beautifully.

It's all about denim

No fabric reflects the character of Amsterdam better than denim. That's why the perennial favourite can be found everywhere at Esprit home this spring: the "AMAZING" shiny denim cushion cover reinterprets the theme with a fascinating washed-out colour gradient. The "COZY" patchwork plaid is even using various denim shades to amaze. To add the finishing touch, wallpapers in a traditional surface print look make the refined flowery style a must-have also for the bedroom walls.

About Esprit home

Since 2006, the Esprit home collection has been offering lifestyle products that add an individual touch to every living space. Through its successful collaboration with expert licence partners, Esprit home comprises a comprehensive interior portfolio full of unique living ideas.

High-resolution image material is available from the Esprit home media office:

Meiré und Meiré, Nora Niemeier/Andrea Ruppert, Lichtstraße 26-28, 50825 Cologne, Germany

t + 49 221 57770-507/-408 f + 49 221 57770-434

e n.niemeier@meireundmeire.de/a.ruppert@meireundmeire.de