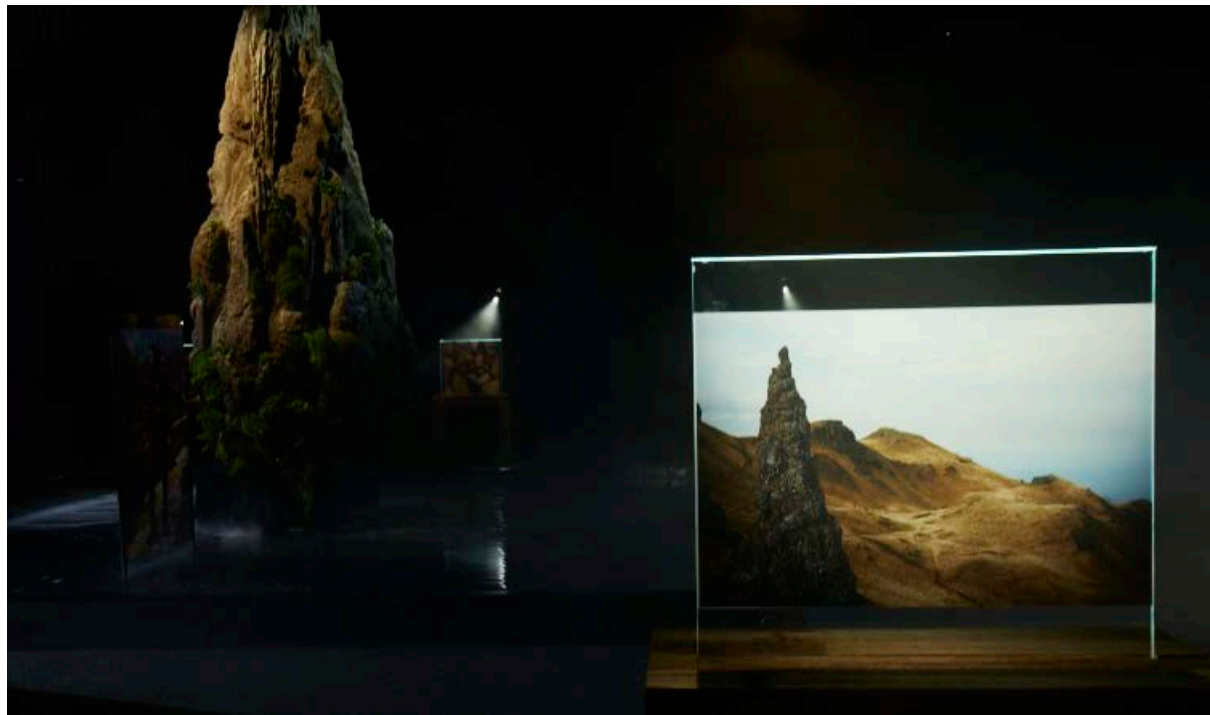


ESPRIT



Press Release

Esprit FW2013 Campaign Launch Event: Skye Photography & Installation by Astrid Muñoz

Paris, September 30, 2013 - An exclusive event entitled "Skye Photography & Installation by Astrid Muñoz" took place at La Halle Freyssinet on the evening of September 27, 2013. Esprit and Astrid Muñoz invited guests to embark on a special journey to the Esprit Fall/Winter 2013 campaign location, the Scottish Isle of Skye, through a unique photographic and multimedia installation combining video projections, still photography, scent and sound effects.

More than 400 guests from the Paris Fashion scene as well as business partners, representatives of the international fashion and lifestyle press, and VIPs such as Natalia Vodianova, Mario Testino, and Audrey Marnay celebrated the vernissage. Guests sipped on cocktails from Cointreau while experiencing the artistically staged and authentic installation which was realized by renowned set designer Jean-Hugues de Chatillon.

In continuing the campaign story with Astrid Muñoz, model and photographer who delivered an aspirational self-portrait of the confident, multi-faceted, passionate and effortlessly chic Esprit woman, Esprit was honored to support her personal passion for nature and photography by showcasing her work of self-portraits, landscape and macro photography. The campaign unfolded before guests eyes - invoking all the senses as well as providing personal insights from Astrid Muñoz throughout the evening. The impressive beauty of the Scottish landscape and the creative setting provided surreal surroundings transporting guests to where it all began!

Please find all event photos by clicking on this link:

<https://haebmau.filecamp.com/public/files/9th5-nua9pi7t>

For additional information about Esprit and its individual collections please visit www.esprit.com.

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An excerpt from the guest list:

Natalia Vodianova	Mario Testino
Audrey Marnay	Roland Mouret
Giuseppe Zanotti	Eric Pfrunder
Barbara Bui	Tom Pecheux
Rossy de Palma	Ingrid Seynhaeve
Vladimir McCrary	Carlos Souza
Charlotte Stockdale	Elizabeth von Guttman
Alexandre de Betak	Ora Ito
Jeanne Damas	Lulu Gainsbourg

Esprit Press Contact:

Judith Jahnke

T: +49 2102 123-45944

E: judith.jahnke@esprit.com