

ESPRIT



LIVING EASY WITH ESPRIT

ESPRIT HAS ALL YOU NEED TO CREATE YOUR OWN VERY SPECIAL WARM WEATHER LOOKS FOR SPRING/SUMMER 2015

Spring is on its way. A time for fresh beginnings as we shake off our winter layers. Lighten up. And go have some carefree fun in the sun. And then summer. Yes, the song says it all. It's a time to live easy. Relax. Get away from it all. Where to? Wherever. Follow your heart's desire in all manner of fashionably casual – and casually fashionable – attire for next Spring/Summer. And even if you're still hard at work, Esprit's signature style promises easygoing good looks. Stress free. Guaranteed.

UTILITARIAN CHIC – NO NONSENSE STYLES WITH URBAN FLAIR

Modern women will want to keep it cool and clean next season, but not strict. In that spirit, the Esprit Women Collection is big on black and white for Spring/Summer 2015, working contemporary graphics together with stripes, color blocks, lace details, contrast piping, optically interesting knitwear and some reworked masculine shapes. Also look for a new, more feminine corps of military inspired garments, mixing very functional styles and details with more romantic silhouettes in lively shades of green plus white and beige.

NEW CONSTRUCTS – TO BUILD EFFORTLESS LOOKS

The shape's the thing – as Esprit Women Collection demonstrates with a whole roster of subtly refashioned silhouettes, tweaked just here and there to create next season's naturally relaxed style. Jackets are redefined in easy, soft constructions that go both long and short; blouses are oversized and fluid, often with a throw-over, tunic feel; knitwear turns boxy or plunges seductively at the neckline, while cigarette pants are cropped and boyfriend pants just let it be. Dresses can't be overlooked – hitting a new to-the-knee length for smart day and after-work wear, and there are also fresh little shifts and shirt-dress styles, plus fashionable spring coats.

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CASUAL - BE YOURSELF!

The Esprit Woman Casual collection lets you freely follow your fashion mood, whether it calls for a graphic urban edge, a romantic touch, an ethno beat or a whiff of the deep blue sea. The season kicks off in pure black and white, ecru and heather gray for a contemporary Twilight look starring new shapes and volumes for on and off-time wear. Next up: Blossom Girls, where romance mixes with sporty elements and delicate embroidery faces rustic slubs. The ethnic look goes soft in bleached, washed-out fabrics and shades, featured in simple, loose silhouettes with colored embroidery and beading as story-telling elements. And what would summer be like without a strong dose of blue and those can't live without denims, shown blue on blue in mixed denim/chambray/tencel/jersey and jacquard fabrics and treatments. Some must-have items: the romantic blouse; tunic top; little shift; soft, wider skirt; long cardigan or short, boxy jacket, and updated field jackets and parkas.

ACCESSORIES - THE COMPLEMENTARY TOUCH

You don't need to look far to find the perfect bags and shoes to complement your favorite Esprit Spring/Summer looks. For the carry-all culture, there are roomy bucket bags, large crossbody bags, backpacks and shopper. And besides hardworking solids, next season will see bags come alive in stripes, hand painted flowers, paisleys and modern ethno patterns, often accented with embellishments including gem stones, fringes, tassels, printed faux leather and handcrafted details.

As for footwear, low cut pumps strike a provocative pose but in a new mid heel that won't slow you down. Sneakers take to the city every which way, there are short summer boots, and sandals in flat, wedgie and block-heeled models are all clear fashion picks this summer.

ESPRIT MEN - UNIQUELY RELAXED

The Esprit Men Casual collection is inspired by real vintage clothing that's been beautifully worn and broken in, sometimes to the point of needing repair. The result: easygoing clothes with a soft and informal attitude that nonetheless stand out from the look-alike crowd. And whatever you do, don't forget your jacket! Be it a rough and ready indigo sports jacket with customized patching, or simple, lightweight cotton models in black, white or navy; trim pea coat variations; shorter shirt jackets, jeans jacket or zip front bombers, and long summer parka hybrids.

The Esprit Men Collection suits up for Spring/Summer 2015. The emphasis is on relaxed suits and sports coats, the jackets tailored with a rounder look to the shoulder and slightly boxy shape. Paired with a white shirt - with or without a tie - solid cotton suits look uncomplicatedly cool. And while the overall look is clean and simple, this opens up the options to easily mix and match favorite dressy and sporty pieces at will.

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ABOUT ESPRIT

Founded in 1968, Esprit is an international fashion brand that pays homage to its roots and expresses a relaxed, sunny Californian attitude towards life. Esprit creates inspiring collections for women, men and kids made from high-quality materials paying great attention to detail. All of Esprit's products demonstrate the Group's commitment to quality design and execution.

Esprit's collections are available in over 40 countries worldwide, in over 900 self-operated retail stores and through over 8,500 wholesale points of sales including franchise partners, and sales space in department stores. The Group markets its products under two brands, namely the Esprit brand and the edc brand. Listed on the Hong Kong Stock Exchange since 1993, Esprit has headquarters in Germany and Hong Kong.

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