

ESPRIT

Trend flash

Spring/Summer 2017

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Esprit Sports – Fashion, Function, Femininity

Whether actively training, enjoying casual sports or just relaxing, Esprit Sports makes looking and feeling good a simple fashion exercise. For Spring/Summer 2017, Esprit Sports offers a new fashion statement each month, first sailing off to the Scandinavian coast, then celebrating Boho free spirits, taking to tennis in a retro sports mode, going floral and finally enjoying summer sports activities in an ethno travel mix. Active enthusiasts will find functional AOP tights with new print effects, loose fit and quick drying pants, and an ultra-comfortable range of seamless circular knits. Soft, washed cotton sweatshirts and pants let you go casual, plus printed cotton lycra tights and burnout T-shirts create the unmistakable Esprit Sports look. For those looking to unwind, a Relaxed Lifestyle capsule soothes with softer colors and luxuriously fluid fabrics. Whatever the activity, summer must-haves include cropped pants, shorts, layering looks for transeasonal styling, and a variety of sweat pants in modern shapes.

Key Looks:

Layer it – to create functional active outfits with a fashionable twist

Before and after – beautifully soft sweat items and t-shirts work in and out of the gym

Relax mode – boost your well-being in softly fluid and luxurious pieces

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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 make the consumers "feel good to look good". The company's "esprit de corps" reflects a positive and caring attitude towards life that embraces community, family and friends - in that casual, laid-back California style. The Esprit style.

Esprit's collections are available in over 40 countries worldwide, in more than 900 directly managed retail stores and through over 7,800 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.