

## **Christophe Bezu to be new Chief Wholesale Officer at Esprit**

Christophe Bezu, 53, has been appointed as Chief Wholesale Officer at Esprit. He assumes the role on May 1, 2011 as part of the company's new global sales channel-oriented structure. Christophe Bezu will be a member of the Executive Management Board and will be directly responsible to the Group CEO, Ronald van der Vis.

Christophe Bezu said, "This is a time of huge opportunity for lifestyle brands, with new markets such as China developing rapidly. Increasing numbers of consumers around the world are demanding fashionable and affordable, yet high quality styles. Esprit is well positioned to benefit from this given its already strong position in growing markets like China. The international potential for growth is exciting and I look forward to helping Esprit scale new heights."

With over 20 years' experience in various senior management sales and marketing roles, Christophe Bezu will lead the development of the international wholesale and franchise business in Esprit's new global sales structure. He joins Esprit from the Adidas Group, bringing an outstanding track record of leading sales growth across the Asia Pacific region.

According to Ronald van der Vis, Group CEO, "Christophe Bezu brings more than 20 years of experience in the international wholesale and franchise sector. Christophe knows our key markets in Europe, but even more importantly he also has superb expertise and first-rate understanding of the Asian and particularly the Chinese market, which is a key market for Esprit's worldwide growth'.

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If you have any questions, please contact the Esprit Media Office:  
T +49 (30) 30 34 27 74 F +49 (221) 57770 111 - Meiré und Meiré -  
E-Mail [l.toennies@meireundmeire.de](mailto:l.toennies@meireundmeire.de)