

## Make Your Wish – Christmas 2011 with Esprit and Facehunter

The international lifestyle brand Esprit will capture the Christmas spirit in a surprising campaign to be launched on 15 November 2011. The Esprit **'Make Your Wish' 2011 campaign** will depict charismatic people, inspiring styles and very individual wishes. The Esprit Image Department developed the campaign in cooperation with Swedish agencies Sandberg & Timonen and Day Stockholm, British fashion photographer **Paul Wetherell** was behind the camera.

As an additional part of the **'Make Your Wish' 2011 campaign, Esprit will present a one-off online cooperation with iconic photographer and blogger Yvan Rodic**, also known as **Facehunter**. The 'hunter' of 'eye candy for the style hungry' went on the search for faces in Berlin, London, Sydney, Shanghai, Los Angeles and New York. With his famous street-style shots, Rodic produced portraits of ten urban personalities in each city – each one of them full of charm, with a headstrong look and its own highly personal wish for the festive season.

This led to a total of 60 images and 18 video clips. In short interviews, the Esprit people describe their wishes and share some exciting insider tips on the best things to see and do in their cities. This has spawned six **Esprit online city guides**, which will be published online every week from mid-November 2011 for Berlin, London, Sydney, Shanghai, Los Angeles and New York, complete with images and video clips.

The campaign will be showcased on Esprit social media platforms. A Facehunter tab on esprit.com will lead users to a gallery. As well as the official campaign images and films, background information about the Esprit 'Make Your Wish' campaign, the Facehunter cooperation and Yvan Rodic will be available.

Rodic took to the streets in six vibrant cities with a Leica V-Lux 30 camera for Esprit. Esprit Facebook fans will also be given the opportunity to fulfil an additional Christmas wish by entering an online competition to win the same camera model.

Yvan Rodic, aka Facehunter, has not only dominated street-style photography for a long time, but also inspires the online and fashion scene across the world with his blog. His authentic street-style photography suits the cosmopolitan and urban Esprit spirit perfectly.

From 15 November 2011, Esprit will launch this year's Christmas campaign 'Make Your Wish'. With the 'Make Your Wish' theme, the lifestyle brand is paying homage to its 'Real People' campaigns from the 1990s. Esprit will showcase the 'Make Your Wish' campaign with special window displays and POS materials during the whole run-up to Christmas. Media implementation comprises a national TV and online campaign (Germany, France, Belgium, Netherlands, Shanghai and Beijing), as well as eye-catching outdoor advertising materials, such as illuminated posters and mega posters. Promotions on Esprit social media platforms and on esprit.com will complete the integrated communication approach.

MAKE YOUR WISH AT ESPRIT.COM  
facehunter.blogspot.com

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