

ESPRIT MEN SPRING/SUMMER 2015

Esprit Men is updating all the core pieces men need in Spring/Summer 2015 – and want – to be on top of their look. The fit is slim but the feeling laid-back, the casual offerings infused with a charming summer holidays feel, with sportswear revolving around unique vintage-inspired pieces. There's also a trim, tailored side with new suits and unconstructed jackets built with a more relaxed shoulder for a nonchalant flair. Throughout, the mix of more formal items with sportswear and denim add up to just the right amount of free-wheeling style.



ESPRIT MEN CASUAL - LET'S GET LOST!

The Esprit Men Casual collection invites you to get lost on an island straight out of paradise, surrounded by white sand, the blue sea and lush exotic fruits. The attitude is soft and relaxed, the styling inspired by real vintage clothing that's been beautifully worn and broken in, sometimes to bits and pieces, and lovingly repaired with patchwork, stitching and embroidery. For the idea is also not to get lost in the look-alike world of fashion clones, but rather to create unique items that will find a coveted place in your wardrobe.

The palette is primarily neutral, contrasted with colorful strokes of acid color, with a special collection of authentic Indian madras check shirtings. Colors and textures are mixed and matched, cotton with linen, sand tones with rich mud browns and off whites, while antique Bali wax block prints are then overdyed with organic indigo colors to make each garment a unique,

handcrafted piece. New washing processes, like the "Sun Wash," imitates natural fading with a worn and relaxed handle, while the "Coral Wash" intensifies the used aesthetic, almost destroying the fabric here and there.

Easy summer sweaters, lightweight jackets, tapered pants and shorts, all the right denim pieces, plus loads of fashion T's and tops in fun all-over-prints, stripe variations, patch prints, hand embroideries over prints, and sailors tattoo motifs add up to an unforgettable south seas adventure.

ESPRIT MEN COLLECTION - SUITABLY DRESSED

The Esprit Men Collection suits up for Spring/Summer 2015, offering dapper looks infused with Esprit's typical easygoing flair. The season stars relaxed suits with single-pleat trousers, the jackets slightly boxy and with a rounder look to the shoulder in fabrics including high twisted wool, cotton, cotton/linen, linen. There are also unconstructed half-lined blazers, to wear with tailored shorts, new tapered chinos or slim, rinsed wash jeans, and new utility short sleeve shirts and knitted polos. Another key look for Spring/Summer pairs oversized tops and sweaters with skinny pants. In general, the styling idea is to mix – florals with denim and sportswear, tailored with more casual elements. And to top it all off, choose from outerwear highlights like goat suede jackets, bombers and trench coats.

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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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