

CELEBRATE THE NEW NATURAL WITH ESPRIT

ESPRIT SETS THE SCENE FOR CLEAN, CAREFREE AND RETRO-CHIC FALL/WINTER 2015 LOOKS

With the first leaves falling, little gusts of wind starting to twirl them around, temperatures dropping ever so slightly, we start longing for a familiar sense of coziness and warmth. Translated into easy-to-wear layering – cool and sophisticated, sensually textural and yet ever so elegant and on-trend – pieces. Esprit pieces to fill your wardrobes with this season. So bundle up and celebrate a new natural chic for Fall/Winter!



RETRO REVOLUTION – SEVENTIES-CHIC FOR EVERY OCCASION

Natural and relaxed looks have always taken the front seat at Esprit. But this season, the seventies trend that has taken the runways by storm will blow over the Esprit collections creating “Retro Folk” themed color palettes, silhouettes and patterns: jacquards, bouclé, suede, patchwork jackets and ponchos, flared denim and a-line dresses – all embellished with details ranging from eyelets to leather piping, in vintage-inspired earthy hues. Go for a full-on-fashion head-to-toe boho look for play or pair selected seventies separates with some of the season’s basics for work.

FREE SPIRIT – CABIN COZINESS WITH AN URBAN TOUCH

Rainy Saturdays? Snowy Sundays? Time to snuggle up on the sofa. Or embark on a winter escape. Either way, Esprit has just the right separates for you: comfy, form fitting knits, jogging style drawstring pants, and loose sweaters add just the right dash of coziness to a day in. Such pieces can also provide a laid-back base layer when paired with more fashion-forward pieces like oversize knits in autumn colors, patchwork denim shirts, fur jackets and poncho throws, for a weekend brunch outing with the girls.

CITY ADVENTURE – EVENING CHIC GOES NEW KHAKI

The military trend marches on – with blazers, blouses and parkas in khaki and army green palettes. A return to trusted leisure looks? True! Esprit helps you break the military mold by mixing things up with dazzling party essentials: sequined dresses that add a sparkle to a classic army parka with faux fur details, cute embellished blouses and jumpsuits that echo the folkloristic seventies trend and lend feminine playfulness to oversize fuzzy faux shearling coats. Lurex pants provide just the right amount of glamour for a night out.

BUILD A WARDROBE – ONE TREND AT A TIME

Esprit proves to be an absolute fashion all-rounder this season. For a comprehensive range of easy-dressing essentials as well as on-trend must-haves – from seventies folklore and men’s-tailoring to military, casual evening versus elegant glamour to the casual cool layering of sportswear – to build the perfect wardrobe, turn to Esprit this season.

OUT AND ABOUT – SHOW SOME LAYERING LOVE

Starting with a chic and classic wool coat every woman should own the perfect cozy oversize shearling. From the cool furry parka to a classic biker or faux fur jacket, Esprit is ticking all the right outerwear boxes this season. With the perfect starting point, your favorite coat, opt for a furry gilet underneath – which in turn is just made for easy layering over flowy, floral print seventies dresses, peasant blouses or embellished boho tunics. Last but not least? Pair with Esprit’s seasonal distressed denim – slim fit, high-waisted, boyfriend cut or right-on-trend, seventies-inspired flare styles or a utility chic jean jumpsuit.

HOLIDAY-CHIC DRESSING – MADE EFFORTLESS!

Apart from everyday wardrobe essentials, Esprit offers elegant yet easy highlight pieces for your night out on the town: inject graphic black-and-white drawstring pants, black cuffed trousers or a simple sleeveless little black dress with elegant nonchalance by simply popping over a laid-back, open blazer-cardigan in cozy bouclé or chic black-and-white jacquard and finish off with a multicolor short faux fur jacket. Voilà! Ready to turn heads at the holiday party!

ESPRIT MEN – LESS IS MORE!

The Esprit Men’s collection celebrates the lounge season with the same urban relaxed look as their better halves. Their uniform? Relaxed shirts – spruced up with whimsical prints like polka dots and checks – meet toasty black down puffers and work wear inspired parkas with cool, pared-down sneakers.

Additionally Esprit echoes the laid-back, pared-down aesthetic to perfection: casual checked shirts and easy denim counterparts will be paired with classic chinos, dark cuffed denim and loose-fitting jogging-style pants. The urban loungewear trend that has athletic classics functioning as everyday essentials and paired with smart menswear basics, continues: the perfect grey sweatshirt is layered under a sporty puffer gilet – which looks its coolest when worn underneath a perfectly tailored blazer, trench, pea coat or car coat. And classic cozy knits make an appearance with a twist – paired with sporty leather bombers, shearling biker jackets or military parkas.

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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.

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