

ESPRIT

DREAM IT. LIVE IT.
LOVE IT.
BE ALL YOU WANT TO
BE WITH ESPRIT

Esprit has all your personal style needs covered
for Spring/Summer 2016



Let the good times roll... no matter who you are with or where you are. At home, out on the town, starting your work day, hanging out with friends, taking some me time, or sharing a magical moment à deux. Enjoyment is big on Esprit's Spring/Summer agenda, with naturally relaxed fashion packed with little details, soft romantic touches, and fun-filled associations to lift your spirits and refresh your personal look. Offering a timely assortment of all the right looks for next season, Esprit helps you to express yourself. Your style. Your way.

Come join us! Accompany Esprit's Spring/Summer 2016 Lookbook protagonists - for Esprit the international streetstyle blogger and model Candela Novembre and Argentinian frontman Maximiliano Patane, and for edc, Spanish Vogue blogger and model Alba Galocha and Danish model Eddie Klint as they experience and explore one of Paris' hippest and most atmospheric neighborhoods: the area surrounding the Canal St. Martin. Take a stroll along the banks and past the bridges of this almost 200 year old waterway. Relax over a cup of coffee, a bite to eat or a glass of wine in the area's popular cafes, bistros, bars and restaurants, including the cinematographically famous Hotel du Nord. Pick up some flowers or freshly baked goods in the charming shops that line the streets, or search for a few more of those little gems that add personality and flair to your private digs.

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PLAYFUL WITH SOPHISTICATION

Fashion, interior, food, where you like to go, what you like to do: it's all part of your personal style portrait. And with its upbeat flair, Esprit fits easily into the frame. So does Candela Novembre, the Argentine native, Milan-based model, international streetstyle blogger and active mom who can be seen wearing Esprit this season. Like Candela, who enjoys a fresh fashion mix that's playful but not girly, the Esprit's Spring/Summer line-up has a natural sophistication. Casually chic styles in cool, uncomplicated silhouettes catch the eye thanks to an interesting array of prints and artisanal wovens and knits. Revamped 70ies styles such as flares and jumpsuits pick up the pace, while Boho touches add an urban folk feel.

ROMANCE WITH AN EDGE

Alba Galocha's own blend of romance and edge made the Spanish model and blogger for Vogue Spain a perfect choice to wear edc's free-wheeling Spring/Summer looks. Evocative florals and paisleys come together, often in one look or even one piece, however they also create a fluid and streamlined look. For a new take on denim, there are wide, cropped pants and softly tailored jackets, or a shirt dress that looks like it is made out of your favorite pair of well-worn jeans. Leather and suede must-haves include the snap front midi suede skirt, easy suede shift, or this season's trim motorcycle jacket recolored in exceptional tones.

STYLE WITH EASE

No hassle is the way to go for Esprit men next season, as personified by Argentine Maximiliano Patane, and edc's Danish model Eddie Klint. A few easy pieces in just the right shapes make looking good effortless. Light down jackets, blousons in special finishes, and no frills sweaters take the chill out the earliest spring days, all to be layered over cool T-shirts and tops. In addition to well-fitting jeans in a variety of washes, look for drawstring waist or elastic cuffed pants, stretch jogging pants and laidback chinos.

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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.