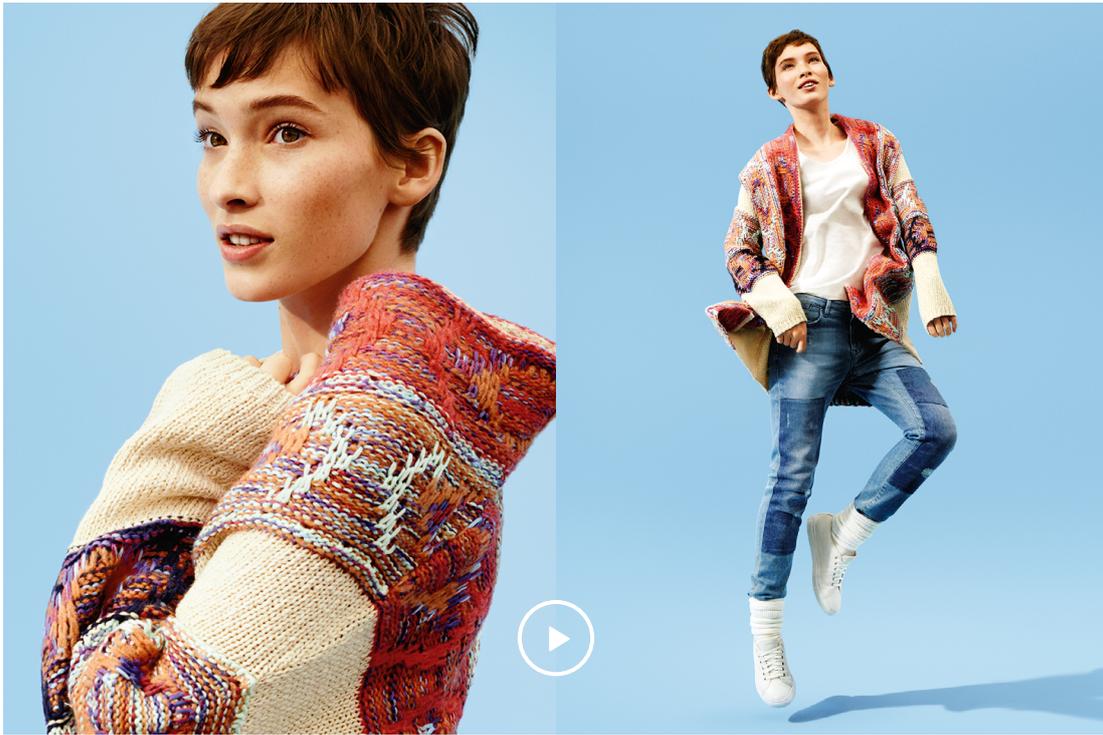


ESPRIT

#ImPerfect - It's All About Energy



Ratingen, February 2016 – Esprit moves its successful #ImPerfect campaign to the next level for Spring 2016, introducing a spirited and diverse cast in a lively homage to the music and pop culture of the early 90ies.

To evolve and indeed amplify the #ImPerfect story for Spring, Esprit embraces the ultimate form of individualistic expression: dance.

It's a feeling we all know: that tingling sensation when a great song makes you want to move to the beat, whether or not you dance with professional perfection or your style is awkwardly imperfect. For this next chapter, a cast of twelve men and women- none of them professional dancers – all ended up using their bodies in their own unique ways to groove, grind, get down, and literally shake their booty.

To put everyone in the right mood, the members of the cast were individually led to an open-air set where they found a lone stereo. Upon pressing play, the iconic early 90ies hit by Technotronic, “Pump up the Jam,” filled the space, and Esprit's natural dancers instinctively began to move.

The result is a campaign that celebrates the playful and personal aspects that make us human in a fun series of TV commercials, digital, print and out-of-home ads, and social media presence that will run throughout the season. The campaign further supports Esprit's ambitious marketing efforts to reintroduce and power the brand.

ESPRIT



Matteo Montanari was the man behind the lens for the campaign images, which irresistibly capture the #ImPerfect sentiment, flaws and all. Shot in warm, natural sunlight, the art direction is visually upbeat. Light, pastel-hued backdrops tonally accent the outfits, bringing out the varied textures, patterns and casually chic styles of the Esprit and edc collections. Cool and uncomplicated silhouettes catch the eye through an interesting array of prints, artisanale wovens and knits, with wide, cropped pants and softly tailored jackets providing a new take on denim.

#ImPerfect was introduced in Fall 2015 with a 'big media bang' led by a traditional marketing campaign that boosted Esprit's exposure in inner city locations, on prime time TV as well as via an ambitious social media tie in. The #ImPerfect selfie tool, for example, which was featured on the website, created a wave of engagement and user generated content that resulted in millions of contacts through its viral effects.

Arnd Müller, Chief Brand Marketing Officer commented, "We are excited about the positive momentum we built with the first campaign cycle, which strengthened Esprit in terms of both brand and business aspects. It catapulted Esprit back to a top of mind position in our core market. We are excited to build and expand on it for Spring/Summer."

Letting go of all inhibitions, #ImPerfect once again highlights a shift in the perception of beauty: one that is indeed multi-faceted, truly individual and something to celebrate!

For further information and press images, please contact:

Esprit
Paula Liesenberg
paula.liesenberg@esprit.com
+49 2012 123 45944

DOWNLOAD

hi-res pictures here



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.