

# ESPRIT

## Trend flash

Fall/Winter 2016

Delivery date: August – November 2016

### edc Women

Fall in love. With your Fall/Winter wardrobe. edc Women's irresistible array of soft shapes, cuddly textures, enticing patterns, fun-filled prints, innovative fabrics and exciting details will have you looking forward to even the most inhospitable days of winter. For these are clothes that really make every day count, with eye-catching yet easy-to-wear pieces to keep you in high style – and higher spirits.

### Let's get Going!

The season kicks off in a gray and gray-blue palette spiked with coral and brass or amber yellow, where light weight knits star in circular, intarsia and fine gauge variations for easy throw-overs, sweatshirts and sweaters. Play time is next, with conversational bird prints, super soft sweatshirts enlivened with humorous artworks and creatively embroidered knits to pair with relaxed mid-toned denims, easy chinos and detailed five pocket pants. As fall's chill sets in, EDC brings out warm-handed fabrics like Winter Tencel, micro-corduroy and velveteen, in heritage checks in shades of khaki green mixed with delicate florals. Items to note: long blazers and coats in jersey and woven checks; light wool through-overs; garment-dyed check shirts; fur-accented parkas, and double-face T's.

#### *Key looks:*

Weight Watchers - Fall's first knits are super light, in slouchy throw-over shapes both long and short in assorted textures and structures

Bird Call - Conversational prints and humorous motifs add charm to easy-fitting tops and ultra-soft sweatshirts

Check Mate – Heritage checks and khaki green look anything but standard in fall's roomy blazers, updated parkas, wide-legged fatigues or skinny denims

### Red, Red, Red

Dark red shades set the tone, first in a slightly, ethno-romantic theme in garnet, nude, pastel pink and black featuring dusty paisleys, loopy knits, fluid dresses and feminine blouses, followed by a geometric story in bordeaux, blue and off white that's also strong on novelty textures and details, including fringes, hairy herringbones, velveteen and coated finishes. The reign of red continues, in combination with dark green, pale aqua and denim in for retro floral dresses and tops, plus knit dresses, boucle coats and peach-skin sweatshirts. Going the next round: stylized checks for coats and blouses to wear with leather-look pants, embellished striped tees or jacquard knits, and feminine dresses.

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The year ends with a call of the wild, as teddy furs and an assortment of naturally toned abstract animal prints join forces with lace and metallic gold details, knitted lurex, jacquard and flock-prints, chunky sweater knits and leather looks in favorite silhouettes like biker jackets and five-pocket pants .

## *Key looks:*

Garnet Gems – Nude and garnet red with black are a winning team, especially for dusty paisley dresses, hairy herringbone toppers, loopy poodle cardigans or fringe accented knits

Thick & Thin - The contrast makes the look, whether it's a wide wale corduroy blazer paired with flat-handled chinos, or chunky knits over clean denims or city skirts

Party Animals – Get ready to go out in animal prints, biker jackets with fur, cozy coats and jacquard pants with a wild life touch

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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.