

## Trend Flash

Fall/Winter 2016

Delivery Date: July – December 2016

### edc Men

edc Men focuses on a denim attitude with fresh street inspired looks. Fall/Winter 2016, the key influence is fabrics in new texture and structures to create a new optic, while elongated proportions and details like funnel necks, curved hems and raglan sleeves provide a subtle style shift. Urban looks come in longer shapes and new proportions, slim denim legs are combined with more bold tops. The style story shifts to a new school of cool, featuring 60ies and 70ies flavored pieces mixed in different lengths and layering to update the look. Tech influences fall: hitting the wilderness in rugged, woodsy styles in functional fabrics, or chilling out for a youth culture statement featuring jackets with reflective details and layered 'normcore' pieces.

### Urban Renewal

Longer silhouettes, side slits, mini or graphically understated all-over prints, color and fabric mixing plus interesting fabric treatments including new dobbies, micro structures, quilted nylon, salt & pepper indigo, light coated denims and space dye mélanges move urban street style forward for next Fall/Winter. Yet edc Men also taps the 60's and 70's for cool style inspiration, creating a modern retro look with clean-edged shapes, toned-down detailing and suede versus denim for ultra-suave casual jackets.

#### *Key looks:*

Nylon Now – Nylon is the fabric of choice for fall's new quilted bomber, and also adds a hip accent to sweatshirts

Retro Grades – The 60ies and 70ies inspire a new school of cool, with the highest grades going to clean-edged jackets, shirts and pants, all with a relaxed yet slim to skinny fit

Great Lengths – Longer shapes impact new urban jackets and tops, while layered looks in different lengths refresh fall's modern retro looks

### Fashion Tech

There's no overlooking the high tech influence on streetwear next season. And yet Fall/Winter's tech traits aren't always readily apparent in edc's modern outdoor styles where function and performance are built into hardworking but casually looking sportswear. Two-in-one jackets, parkas and popovers take center stage, as do modern lumberjack shirts in large and small multi-color and two-tone checks, and grindle yarn plaids. But there's another, more chilled-out side to fall's tech trend, starring shiny tech jackets in silvery grays, white and dark blue, and 'normcore' tops and athleisure bottoms where a minimum of detail makes maximum impact.

#### *Key looks:*

Tech Talk – Functional, high tech fabrics meet street style in modern parkas and popovers with a great outdoors feel

Checks and Balances – The checked flannel shirt is on the rise, appearing in small-scale or super bold variations in two-tone or multi-colored variations, as well as special effect grindle yarn plaids

Modern Reflections – Shiny, reflective, high tech jackets with a youth culture vibe look ready for the slopes, deep space or simply chilling out

# ESPRIT

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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.