

## Trend Flash

Esprit Sports

Delivery date: July – December 2016

### Esprit Sports

Fashion, function and femininity drive Esprit Sports Women, regardless of whether one's out to dress for training purposes, casual sports or simply a relaxed lifestyle. Patterns and prints activate each delivery and product category, starting with ethno tile-inspired looks; marble motifs in black, white, gray and a flash of orange; colorful paisleys to lighten up fall days; woodland leaves, trees and berries; sophisticated silver accented black and gray mélanges and a stylish salute to the stars and stripes.

The look is built on layering in different lengths and weights for easy trans-seasonal styling. Star silhouettes include form-fitting and functional tights; loose-fit e-dry pants; modern sweatpants; new fashion-savvy fleece jackets and launching in August 2016, Esprit Sport's new sports bra concept that seamlessly blends high-performance fit and feminine flair.

On the fabric front, seasonal highlights range from modern fleeces, quilted or burn-out sweats, e-dry fabrics in knobby textures or mélange prints, and e-dry tights in the signature prints.

#### *Key looks:*

Layer Up – Or down, with highly functional sports piece styled with a contemporary fashion twist

Before and After – Soft sweats and T's look and feel great both working out in the gym, and going out wherever you're headed

Feel Good – Embrace well-being in fluent and luxurious relaxed lifestyle looks

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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.