**Trend flash**

 Spring/Summer 2017

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**Esprit Women**

You’ll find an exciting array of ‘new familiar favorites’ from Esprit Women for Spring/Summer 2017. Like wide flowing pants; tops and dresses featuring open backs and bare shoulders; denims in more than all ways and washes; bombers; longer jackets; big shirts; culottes and long skirts. The newness is in the styling. Combinations are simplified and streamlined, so creating your own special look is now as easy as 1-2-3. To further put a fresh spin on next Spring/Summer, Esprit Women features fabrics that not only look but feel new. Shapes and silhouettes have been subtly sharpened, details and accents polished, and, as always, there’s a great assortment of fashion savvy Esprit Footwear to complete the story.

**Women’s Collection**

**Deep Red**

Deep, mouthwatering cherry and berry red tones join forces with sand, natural and indigo for an easy transition into spring. It’s time for the return of the women’s city blazer, lean lapelled and in one button or belted models, to pair with a white woven top and loose, wide-legged pants. Slightly folkloric smock tops, artisanale stripes, and textured or lattice patterned knits round out this first Spring/Summer Esprit Woman Collection look.

**Into Africa**

Get back to the roots, and embrace a rich palette of warm, natural, burnt and earthy tones ranging from black to brown, yellow, mustard, rust, clay and pink. Sophisticated, feminine shapes go from wide pants to short tops, long dresses, fluid blouses, lanky silhouettes in all lengths, and alluring summer night looks. Ethnic prints are convincingly brought into modern life as multicolor stripes, big patterns and two tone motifs, while fabrics go natural, starring linen and cotton mixed with silky effects.

**City by the Sea**

Who doesn’t yearn to be by the sea when the temperatures rise? Esprit Woman Collection brings the sea to the city, using aquatic blue and green tones from light emerald to turquoise, sea blue and watery green and patterns inspired by waves, corals and photographic-based prints. Fabrics like double crepe have a new cool touch, and silhouettes shift proportions, with longer blazers, skirts that inch shorter, and pants of assorted widths and lengths. Tops are anything but uniform. Pick from wider or oversized looks, bare-shouldered Carmen looks, shirts that look like they came straight from your boyfriend’s closet to the most femininely bare little top.

**Summer Blueprint**

Navy blue continues on its fashion march, accompanied by baby blue and soft pink tints. Perfect for the office and after work hours, Esprit Women Collection offers there are blazers and jackets in crisp solids or natty summer tweeds to pair with pinstripes, pastel solids or next season’s bouquet of mini florals and/or large scale engineered prints for throw-over tops and dresses.

**Women’s Casual**

**Denim Days**

Everything is denim as the season kicks off at Esprit Woman Casual. In all washes, and styled in garments that run the gamut from vintage market to home design looks, revised basics or cool new shapes, some printed on top, others in damaged effects. Denim has never been so free, nor you to express yourself. Look for revised fits, lots of high waists, culottes, shorts, jumpsuits in long and short lengths, little skirts and new long line jackets.

**Sunrise Sunset**

A red-infused palette of orange, mandarin, pomegranate to pink tones signal a fresh start to summer, especially in combination with Tencel denim in all washes and shades from indigo to bleached. Take your pick of cute bombers, short jumpsuits, wide-legged pants with zippers, dresses with open backs, ruffles or asymmetrical touches. Pattern-wise, multicolor stripes are combined on long dresses, patch flowers worked into bandana motifs, and small Liberty flowers blooms on warm weather frocks.

**Homeland**

One of spring’s most appealing fashion stories is homegrown – and Esprit Woman Casual lets you wear many of the garments you would use at home out on the street, The colors and fabrics like thin cotton, linen and ramie voile have a natural flair, some garment dyed, others naturally aged with time, and patterned in stripes, micro-Liberty floral prints and minimal designs. Play a layering game that can go cool or relaxed with tank tops, t-shirts, square shirts, comfy elastic waistband pants and pajama looks.

**Light Romance**

Romantic white crochet and cool white linen reinforce summer’s natural direction. Besides garment dyed looks on white and natural for the softest summer tints, next season will star enticing hand-made crochet looks, long dresses to wear on the beach, and feminine lingerie tops to layer under a white denim jacket. Oversize white shirts, little tops and new square shapes get paired with ripped cotton and denim bottoms and skirts.

**Shoe Biz**

Esprit Woman knows shoes don’t only complete or complement an outfit. They can provide the main styling impulse, accompanying one on a new fashion adventure or helping update wardrobe staples. For Spring/Summer 2017, Esprit Footwear presents a selection of flats; contemporary pumps in pointy, square toed and block heeled looks; loafers, moccassins, and chunky soled tie shoes; sandals that come flat, heeled or with wedge soles; clogs and mules; a new take on espadrilles, and sneakers for all looks. Style orientations to remember: Hommage to the 80’s, with tall wedgies and athletic looks; Folkloric fancy starring espadrilles, gillies, raw leather sandals and fanciful sneakers; Caribbean style with hot colored sandals and mules to dance your nights away, and Pure starring minimal mules, elegantly low key loafers and sneakers in dusty tones.

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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.