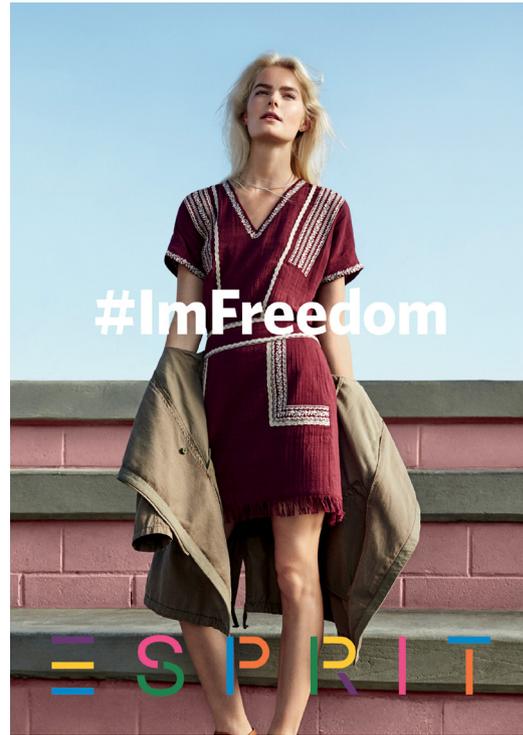


ESPRIT

#ImEsprit

Esprit introduces its new brand campaign
for Spring/Summer 2017



This season, Esprit graduates from #ImPerfect to the truest expression of values at the heart of the brand. Introducing #ImEsprit - a campaign that positively celebrates everything inside you, with Esprit acting as friendly fashion council dressing the person you are and want to be.

Inspired by Esprit's customers and expressed through the cast, #ImEsprit is a way of telling the world that Esprit stands for something - ranging from the playful #ImLove, to the inspiring #ImChange. The hashtag-led sentiments act as a device throughout the campaign to capture what it means to belong - to a cause, to ourselves, to another person - to truly occupy an empowering stance of acceptance, freedom - and of course, fun!

ESPRIT



Esprit teamed up with esteemed photographer, Dan Martensen, who shot the campaign outdoors across 8 locations in Los Angeles. #ImEsprit features a cast of eight truly individual souls who each bring a defiant edge to their picture. Warm block tones in softest cottons dominate the season, with a signature crew neck two-piece in rust orange working as a standout piece. The look is offset beautifully against the crisp natural light of the Californian outdoors. A number of relaxed bombers in of-the-moment military colours have the guys covered; and are paired with subtle athleisure-inspired slouched jumpers in rich aubergine and easy grey marl sweats. Contemporary coordinated pieces such as a favourite chalk-striped suit culminate to convey a collection that delivers an empowered, can-do attitude for all who wears them.

Shot by director Gordon von Steiner, the supporting campaign film is set to the anthemic sound of Fatboy Slim's 'Right Here, Right Now' which enhances the energy and pace of the stills shoot. The overall mood of picture and moving image is hopeful and uplifting; and acts as the perfect tonic to an unpredictable and unprecedented world.

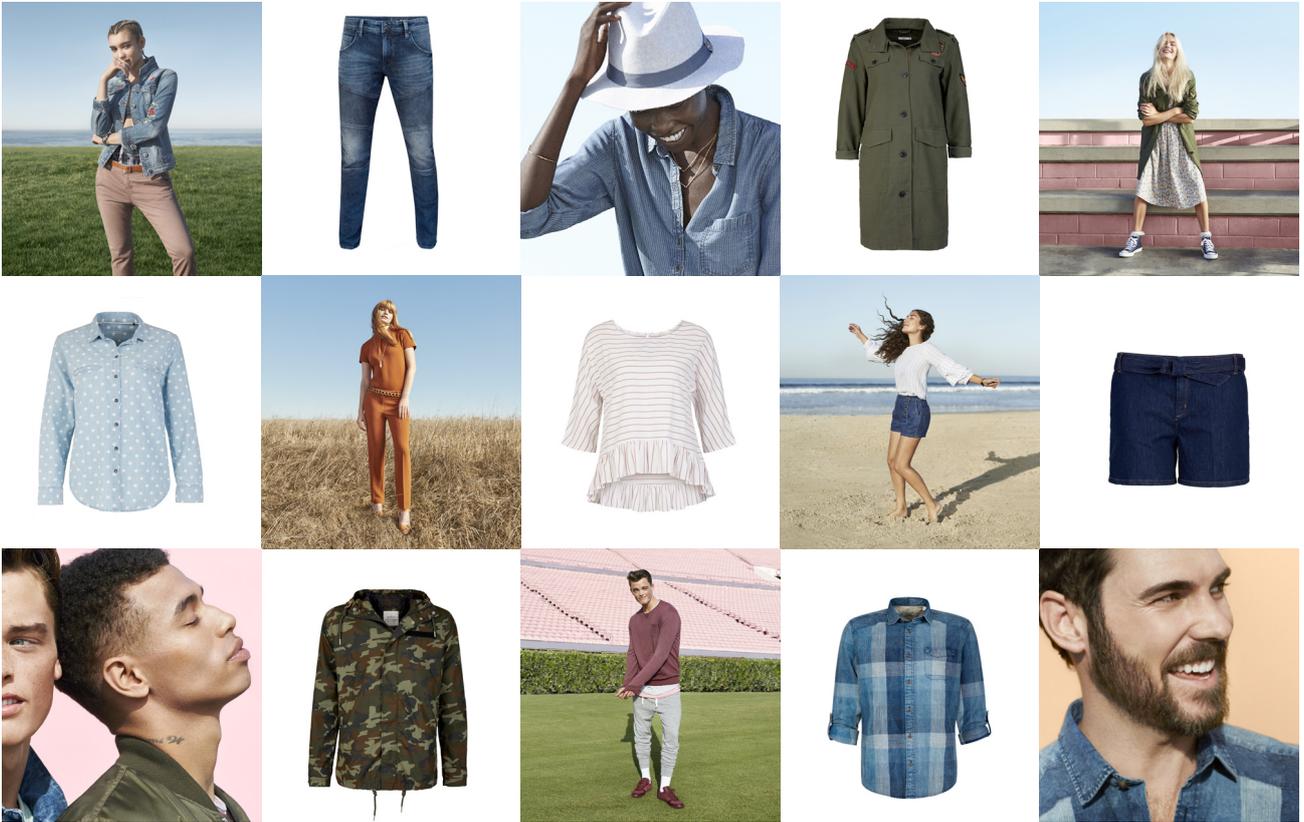
The campaign will launch in March 2017 with a bold and captivating series of TV/Web TV spots, print and a social media presence in Esprit's main market that will run throughout the season. The campaign further supports Esprit's ambitious marketing efforts to reintroduce and power the story of the brand.

For further information and press images, please contact:

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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 700 directly managed retail stores and through over 6,230 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.