

**ESPRIT HOLDINGS LIMITED
BECOMES A GLOBAL COMPANY
WITH 100% OWNERSHIP OF THE ESPRIT BRAND WORLDWIDE**

HONG KONG, February 8, 2002 – Esprit Holdings Limited (the “Company”) (SEHK: 330; LSE: EPT) announced today that it has signed an agreement to acquire (1) 37% interest in Esprit International (“EI”); and (2) all relevant Esprit trademarks rights in the U.S. and the Caribbean as well as other ancillary intellectual properties for US\$150 million (the “Acquisition”). Following the completion of the Acquisition (expected to be on or before April 30, 2002), the Company will become a global company with 100% ownership of the ESPRIT brand worldwide.

Background

EI is a California limited partnership whose primary activity is to hold the “ESPRIT” trademarks worldwide (other than in the U.S. and for apparel in Germany). During the past five years, EI’s net profit has grown by a compounded annual growth rate of 11%. The Company currently owns 63% of EI and the ESPRIT trademarks in Germany, whereas Esprit de Corp. (the “Seller”) owns the remaining 37% interest in EI and the U.S. trademarks. In 2001, the Company has distributed to the Seller approximately US\$10 million in cash for its interest in EI.

Products sold under the U.S. ESPRIT trademarks amounted to over US\$200 million in turnover last year. In addition, the ESPRIT brand, with over 30 years of history in the U.S., was recently ranked by the WWD100 survey as one of the top 100 most recognized brands in the U.S.

New Growth Opportunities

“We are all very excited about this global unification of ESPRIT; it would undoubtedly make strategic sense as it would create a global business with all the accompanying positives of scale and geographical diversification as well as enhanced brand equity. We have been carefully watching the U.S. opportunity, and this is clearly the right time for us to make the acquisition,” commented Michael Ying, Chairman and CEO of the Company.

“We have unified the brand at a reasonable price, and the Acquisition will be financed with our net cash and available bank financing,” commented John Poon, Executive Director and Group CFO of the Company. “In addition, the Acquisition offers significant synergies in terms of both revenue and costs and, in the long run, enhances our brand equity and maximizes our shareholders’ value.”

“Beyond top-line growth, we also anticipate benefits due to the highly complementary nature of the acquiring assets with our existing business. As the sole owner of the brand worldwide, we will explore, even more aggressively, additional licensing opportunities with Esprit International,” added Heinz Krogner, Executive Director and Europe CEO of the Company. “And with its widespread brand recognition in the U.S., coupled with our extensive skills in product design, distribution and sourcing as well as our experience in growing rapidly in new markets, we believe that we will establish the right business mix for the U.S. quickly. We anticipate a seamless unification.”

“As Esprit Holdings Limited continues its development as a global lifestyle company, the Acquisition will add a new dimension and growth for years to come,” Mr. Ying concluded.

The completion of the Acquisition will be subject to, among other customary closing conditions, shareholders’ approval. Michael Ying and Juergen Friedrich, who together hold approximately 54% of the Company, have undertaken to vote in favor of the Acquisition.

Esprit Holdings Limited is a constituent stock of the MSCI Hong Kong Index, and its subsidiaries are engaged in the retail and wholesale distribution of quality lifestyle products under the globally recognized ESPRIT brand. The Group controls retail space of over 3 million square feet in more than 40 countries worldwide. It operates approximately 500 directly managed retail outlets and has over 2,000 franchised shops.

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Note to editors: Please visit our website at <http://www.espritholdings.com>

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