

# ESPRIT

PARTNER PRESENTATION 2021

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Who we are

ESPRIT



# Brand DNA





Founders Doug Tompkins and Susie Tompkins Buell together with team

Esprit was founded in San Francisco, 1968 as a brand for people who want to create positive change. The original name "esprit de corp" was embodying just that: the spirit shared by members of a group - pride, fellowship and common loyalty.

# esprit de corp

OUR DNA

# More than 50 years of catching the Zeitgeist. Positivity and sustainability always.

## About Esprit:

Esprit is an affordable premium lifestyle brand for high quality and consciously sourced apparel, accessories, bodywear and homewear, with worldwide distribution. Simplifying wardrobe choices through mindfully designed, versatile pieces that can be loved for more than one season is at the heart of the brand. Since 1968 Esprit has innovated through responsible ways to engage with people and the environment, and currently ranks as one of the most transparent fashion companies in the world.

**Meaningful. Positive. Responsible. Innovative.**





"We were kids of the sixties and really took responsibility for what we created."

Susie and Doug were completely dedicated to the ideals of their generation. Responsibility for their employees, social concerns and environmental questions are not just important in theory but are also lived in practice.

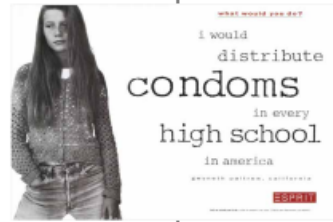
**1970s**



Iconic brand image - from store design, to packaging to advertising language. Spontaneity and joie de vivre become synonymous with the brand. First brand to use own employees as models in advertising.



**1980s**



*What would you do?* campaign raises nation wide social awareness. *Ecollection* - one of the world's first clothing lines made of sustainable materials.

**1990s**



Esprit gradually becomes the top choice for high quality, easy to understand fashion. The Esprit Friends community is growing.



**2000s**



The brand moves into a more premium direction. Our flagship stores focus on natural and sustainable Californian style.

**2010s**



OUR GOAL

# 100% sustainable apparel by 2023.

## **Our mission**

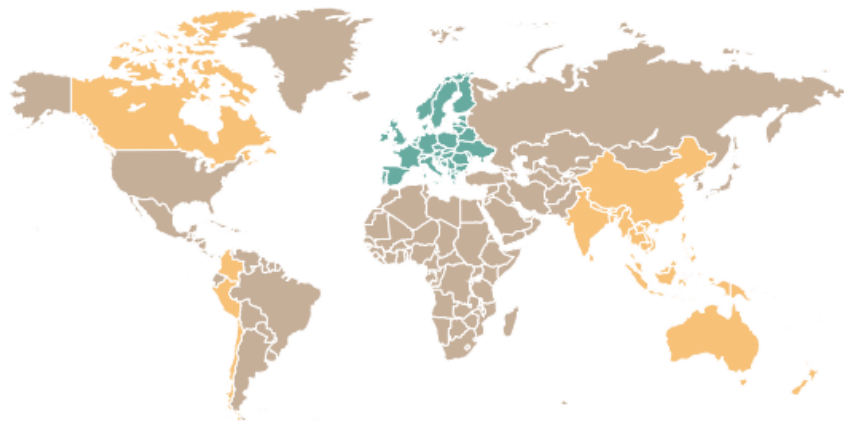
Being a big company is not at odds with being sustainable. We want to prove this by becoming 100% sustainable in our apparel offer by 2023. We're reshaping our business model towards full circularity: smart design, responsible production, sustainable delivery, product care and recycling. We want our clothes to live life to the full, and many lives after that.

## **What we do:**

We offer high-quality, mindfully designed and consciously sourced pieces that can be loved for more than one season. We encourage meaningful wardrobe choices by creating versatile clothes that bring joy. Starting from the careful selection of the most sustainable and innovative fabrics and all the way to your wardrobe, we make sure that our garments treat people and the environment with respect.

**Positive. Meaningful. Responsible. Innovative.**





■ Retail + Wholesale  
■ Wholesale only

## OUR DISTRIBUTION

**Over 30 countries**  
**225 retail stores**  
**13 e-shops**  
**4,570 wholesale POS**

### Revenue by region

Germany 52% Rest of Europe 41% Asia Pacific 7%

### Revenue by distribution channel

Wholesale 33% Retail 33% E-shops 33% Licensing & Other 1%

### Revenue by division

Women 67% Men 16% Lifestyle & Other 17%

source: Annual Report 2019/2020. <https://www.esprit.com/en/company/investor-relations/publications/annual-interim-reports>

# Why with us

ESPRIT



**Affordable  
premium  
lifestyle brand.**

**Brand Purpose**

Spark everyday joy through radical positivity.

**Brand Vision**

Become recognized as the world's most innovative and sustainable lifestyle brand.

**Brand Mission**

Push the boundaries of thoughtful, intelligent fashion: consciously sourced, mindfully-designed collections that turn consumer insights and relevant market trends into meaningful product and brand experiences.

**Brand Promise**

We simplify wardrobe choices by offering timeless, versatile, high quality pieces that last and can be loved well beyond a season. We build a global community of customers who share our values and want to create positive change.

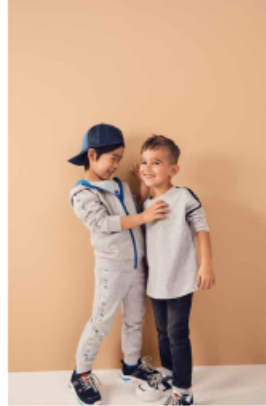
**Meaningful. Positive. Responsible. Innovative.**



Women



Men



Kids



Accessories \*



Bodywear



Beachwear



Sports



Shoes



Home



Maternity

\* Accessories include also eyewear, timewear, jewelry, socks, umbrellas and fragrance

# ‘Lifestyle brand’ means we are part of customers’ everyday lives.

For us, a lifestyle is simply a short cut for how someone lives: their attitudes, their values, tastes, needs and aspirations. We mindfully curate our brand portfolio to accommodate the lifestyle of our customers, from own categories to licensed categories.

Through thinking about that customer, his or her needs, their life and the life the product is going to be a part of, we can have an impact on customers around the world - and the world around our customers.

# The best product in the market as fast as possible



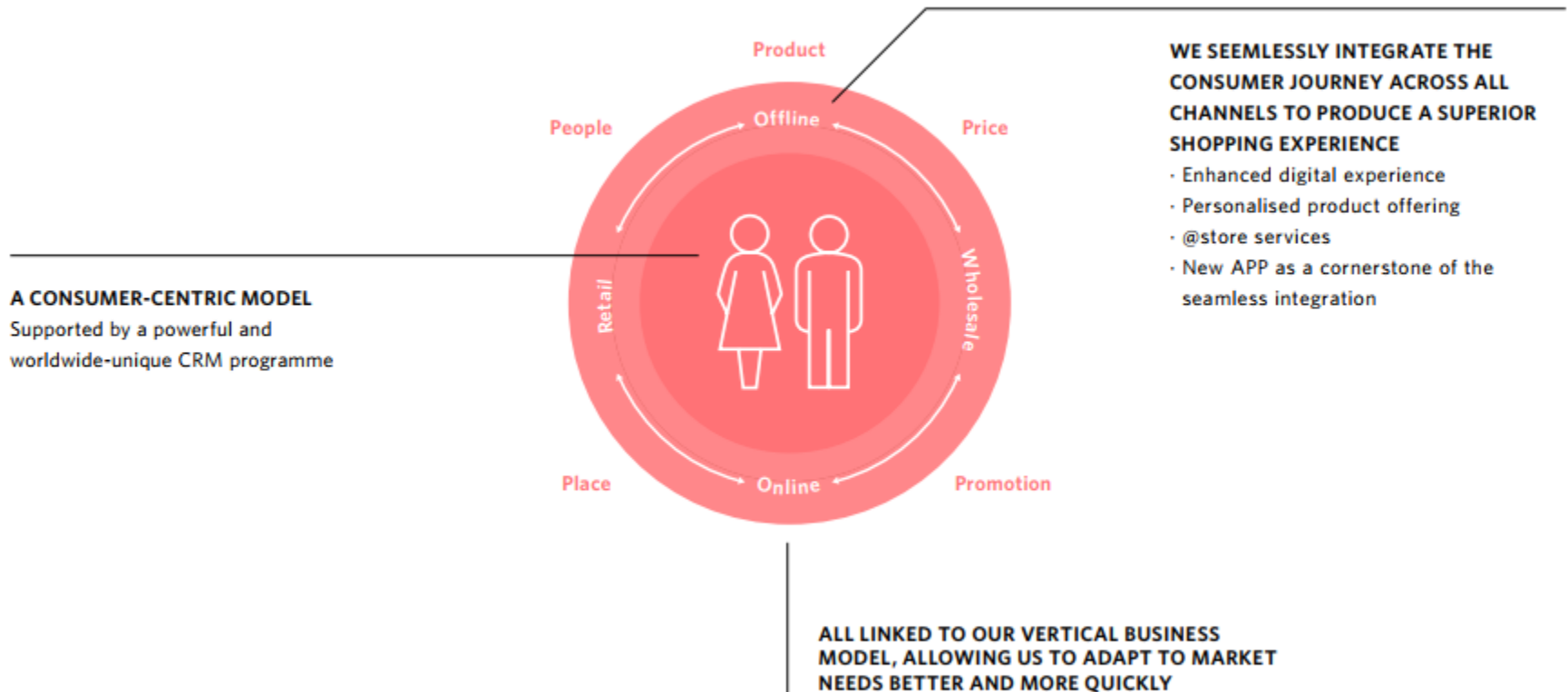
## A CONSUMER-CENTRIC MODEL

- Product development is driven by the behaviour of our consumers
- Our product teams react on continuous feedback provided by a daily interaction with the distribution and store teams

## FLEXIBILITY

- Distribution teams are designed to react quickly to daily operational issues

# Leveraging an omnichannel strategy opening the door for the future



# Sustained by easy operations to facilitate the daily business

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## OUR WHOLESALE ORDER PROCESS GUARANTEES AN INDIVIDUAL AND FLEXIBLE SELL-IN OF MERCHANDISE:

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### **COLLECTIONS:**

- Over 30,000 designs per year offer a broad assortment to choose from

### **PROXIMITY:**

- More than 30 showrooms in Europe give our partners easy access to view our collections

### **RECOMMENDATION:**

- Our expert knowledge supports the right selection of styles

### **FLEXIBLE ORDER PROCESSES:**

- Pre-order: merchandise can be pre-ordered six times a year
- B-Shop: current products are available via our online shop for business partners – a great, short-term solution to restock merchandise on a daily base
- NOOS: our never-out-of-stock products are available throughout the whole year, allowing fast responses at all times
- Vertical Building Blocks: Themes, Commercial Statements and Flows guarantee the right assortment

# What we offer

ESPRIT





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## AUTHENTIC DESIGN WITH A FOCUS ON NATURAL MATERIALS AND A PASSION FOR DETAIL

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Our design concept follows our brand code and experience.

Simple and relaxed interior design creates the perfect backdrop for our high-quality merchandising concept.

Our customers feel comfortable and completely at ease in the store.



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OUR RANGE OF DISTRIBUTION CONCEPTS PROVIDES CONCEPTUAL SOLUTIONS FROM MULTI-LABEL TO MONOBRAND STORES. TOGETHER WITH A STRONG BRAND IMAGE, OUR TAILORED CONCEPTS FORM A STABLE FOUNDATION FOR JOINT SUCCESS.

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Inspired by our Californian roots and based on our extensive knowledge of consumers and their shopping needs and wishes, we have developed several distribution concepts. This flexibility enables us to provide a solid base of experience, reliability and intelligent business strategies for our wholesale partners.

All our concepts come with very attractive competitive conditions and a unique support system, assisting not only operations and logistics, but also marketing and customer relations.



## Marketing types overview

FS

### FRANCHISE STORE (FS)

Well-established franchising system for consistent marketing of the Esprit lifestyle world with the original Esprit store design at the partner stores.

SIS

### SHOP-IN-STORE (SIS)

Authentic brand and shopping experience in defined sales areas in multi-label and department stores. Esprit products are sold exclusively on our furniture system in a typical Esprit environment.

IC

### IDENTITY CORNER (IC)

Flexible concept with various display elements to present the brand, using the partner's furniture system.

E-COM

### E-COMMERCE (E-COM)

Based on experience and a deep understanding of the e-com business, we offer extensive e-commerce modules that serve our partners with an integrated merchandising and marketing approach.

ML

### MULTI-LABEL

For independent wholesale partners who want to benefit from our brand awareness and vertical collections, we offer order dates in local showrooms six times a year.



## FRANCHISE STORE

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“THE ESPRIT FRANCHISE STORE OFFERS YOU THE IDEAL OPPORTUNITY TO FULLY CAPTURE THE BRAND’S UNIQUE SPIRIT AND MAKE IT ACCESSIBLE TO YOUR CUSTOMERS.”

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## The franchise store model

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THE ESPRIT FRANCHISE STORE CONCEPT REPRESENTS THE MONO-BRAND STORE BUSINESS MODEL WITH THE CLOSEST PARTNERSHIP BETWEEN ESPRIT AND ITS PARTNERS.

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Extensive starter packages and services in all functional areas offer many tools and guidelines in order to ensure perfect locations, great openings and successful operations.

### ESPRIT FRANCHISE STORE MODULE

Presenting the Esprit world in the best-possible way at the best-possible location is our passion. Certain minimum requirements ensure that all potential properties meet our standards.

#### MINIMUM REQUIREMENTS:

- Ground level, without entrance step
- Ground floor only
- Front section of at least 7m
- Room at least 3m high
- A2 location
- Minimum size as per location modules







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## A COMPREHENSIVE, INITIAL SET-UP PACKAGE IS PROVIDED BY ESPRIT TO ENSURE A SMOOTH CONSTRUCTION PHASE.

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### **LOCATION ANALYSIS AND SPACE REQUIREMENTS**

A professional assessment of the potential location is performed, taking into consideration the situation of the property, basic conditions as well as the property's surroundings and layout.

### **DESIGN AND IMPLEMENTATION PLANNING**

Based on the floor plans, Esprit drafts an individual design concept and executional drawings for each individual selling space.

### **FURNITURE SYSTEM INCL. INSTALLATION**

The furniture system is developed exclusively for Esprit by internationally renowned architects. The system is delivered and installed by experienced Esprit partner firms.

### **FLOORING AND LIGHTING (UNLAYED/UNMOUNTED)**

Wooden flooring is used preferably in every Esprit wholesale space, underlining the authenticity and quality of the entire concept. Esprit uses a high-quality, state-of-the-art lighting system. The balanced mix of lighting components produces sales-friendly lighting architecture.

### **DISPLAY AND LAUNCH PACKAGE**

Esprit delivers all displays, logos and busts required for the optimal presentation of the Esprit brand identity. The initial set-up package also includes all materials required for the day-to-day operation of the franchise store (e.g. hangers and bags).

### **VISUAL MERCHANDISING OPENING SERVICE**

A special team supports all store openings to set up perfect visual merchandising and to offer initial training.

### **OPENING TOOLBOX**

Esprit offers a wide range of initiatives, materials and communication packages to turn every store opening into an individual success story.

### **YOUR CONTRIBUTION AS A PARTNER**

The following workmanship and materials are not generally included in the initial set-up package and must be commissioned by you:

- Dry walling
- Painting
- Electrical installation
- Flooring
- Facades
- Air-conditioning
- Security system
- Ancillary rooms



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## SERVICES SUPPORTING ALL FUNCTIONS HELP TO OPERATE THE STORE PERFECTLY.

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Our consumer-centric support regarding planning, merchandise management, visual merchandising, operations, marketing and omnichannel integration of all stores into our network ensures the best-possible levels of end-consumer satisfaction.



## Planning & reporting

### **BUSINESS CONTROLLING, ORDER RECOMMENDATION AND MERCHANDISE MANAGEMENT SUPPORT**

Continuous monitoring of all relevant store KPIs build the base for the creation and follow-up of common business plans. All business-relevant data for a store are shared openly between the partner and Esprit.

Esprit offers an order recommendation service that goes far beyond the industry standards. Sales and stock ratios are constantly optimised by evaluating the performance. The result is an assortment structure tailor-made for the store. Beyond all this, Esprit is offering a full store assorting service through Esprit merchandise management.

## Operations

### **OPS PRINCIPLES**

Our operation principles support you with our best practice retail standards and help you to operate the store with a strong consumer focus.

### **ESPRIT TRAINING**

Esprit offers regular advanced training courses and events for store staff, covering active sales, visual merchandising and the management of key data.

### **EDI NETWORKING**

The EDI network ensures that vertical processes and a transparent information flow are efficiently managed. Speed in business processes and fast decision-making ensure high output and lower costs.

### **MIT**

Our monthly initiative toolbox (MIT) offers an extensive briefing on all brand activities and product initiatives, making sure store staff are fully informed at all times.

# Visual Merchandising

## **VISUAL PRINCIPLES**

The visual principles were created to ensure one clear and consistent direction on all elements of visual merchandising. They include a compilation of all existing guidelines and references, basic principles as well as detailed information to deepen the understanding of the visual merchandising team.

## **VISUAL MERCHANDISING SUPPORT**

Monthly new visual directives are released for all Esprit divisions. They contain the most up-to-date guidelines on how to present the latest key looks, display suggestions for mannequins and the set-up of commercial statements.

A visual merchandiser visits the store regularly, assisting and training in all matters of visual merchandising. A hotline service is available for any ad hoc questions.

## **IN STORE INITIATIVES/PROMOTIONS**

Store partners participate in all internationally standardised initiatives. These promotions, which change several times each season, are the perfect way to drive traffic into your store and to convert traffic into sales.

## **COMMERCIAL VISUAL MERCHANDISING**

Commercial VM supports the optimisation of merchandise placement individually in each single store, under consideration of consumer's local needs and Esprit's VM standards. Basis herefore are bestseller reports, from which actions can be derived to help to increase turnover.

## **OMNICHANNEL IMAGE COUNTER CARDS**

Monthly new image counter cards promote specially selected styles on models and convert these styles into bestsellers.



# Marketing

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ESPRIT CONSTANTLY INVESTS IN BRAND CAMPAIGNS AND PROMOTIONS. ALL INITIATIVES ARE SUPPORTED BY OUR DEDICATED MARKETING TEAM. AS OUR PARTNER, YOU WILL BENEFIT FROM OUR HOLISTIC, CONSUMER-ORIENTED MARKETING MIX.

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## WHOLESALE SERVICE TOOLBOX

This toolbox contains a range of communication media for franchise stores and many useful materials: from all available POS and display material to media campaign assets, store music and branded giveaways.

## CAMPAIGNS, INITIATIVES, FASHION PR AND SOCIAL MEDIA

Our global PR network ensures the exposure of our collections and key styles in international fashion editorials – both print and online. Over 1.6 million Facebook fans and 200,000 Instagram followers\* use our social media channels. We implement brand campaigns and initiatives in order to enhance brand awareness and drive traffic and conversion into your store. Further more, we offer our partners the opportunity to implement targeted posts on our official Facebook pages, for maximum visibility and reach, while relevancy of content is ensured. Naturally, our partners will benefit from this brand presence and the positive image of the brand.



## CRM

Our loyalty system “Esprit Friends” is a powerful instrument to increase purchase frequencies in stores and online via targeted communication and incentives. Valuable insights about consumer shopping behaviour help us to improve our offer and services. With almost 6.8 million active members\*\*, Esprit Friends is today one of the leading loyalty systems in the fashion industry. The system has been set up as a benefit programme for consumers. Members are rewarded with points on every purchase. The more points that are collected, the more advantages and benefits Esprit Friends can enjoy. In addition, the programme offers various attractive status levels.

## ESPRIT APP

The Esprit APP is the most convenient way for our fans to stay connected with Esprit. The APP is free of charge and offers a wide range of benefits, such as discovering the latest collections or using the store finder to locate the nearest Esprit store. Whether at home, out and about, or in an Esprit store, the APP makes it easy to shop and enjoy our great range of services. In an exclusive Esprit Friends area, members can enjoy even more benefits, i.e. a digital Esprit Friends card, coupons or the opportunity to update personal data.



# Omnichannel services

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CONSUMERS WHO SHOP VIA DIFFERENT CHANNELS  
(OFFLINE AND ONLINE) SPEND THREE TIMES MORE THAN OTHERS.

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## **E-INCENTIVE CONCEPT**

Esprit already offers a wide range of omnichannel services which are constantly being extended. The target is to make it easy and convenient for our customers to shop across channels in the Esprit world. Our franchise stores are fully connected to our omnichannel services.

## **GIFT CARD PROGRAM**

The Esprit gift card with its attractive design and packaging for different occasions has proven to be a highly successful voucher system that is also available to our partners.

The gift cards can be activated in all participating Esprit Stores in Europe and it can even be redeemed crossborder in all €-countries, across all participating Esprit Stores in Europe and the Online shop.

## **CLICK&COLLECT&RETURN**

Pick up and return deliveries from online-shop purchases in store.

## **CLICK&RESERVE**

Browse the e-shop and reserve available merchandise in a store.

## **REAL TIME INVENTORY**

Style availability in store will be shown online.

## **NEW FOR YOU IN STORE**

Newsletter service to showcase the latest merchandise deliveries to end-consumers.

## **SCAN&SHOP**

Pieces in store can be scanned and checked online for more variations (sizes & colours).

**How to start  
with us**

ESPRIT



# Start now & contact us!

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INTERESTED IN ENTERING INTO A SUCCESSFUL PARTNERSHIP? CONTACT US!

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We are keen to build strong and long-term partnerships with our wholesale partners.

**Belgium & Luxembourg**  
Esprit België Wholesale N.V.  
Hangar 26/27  
Rijnkaai 100, bus C12  
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