

Let's bring color
to the world together.

ESPRIT



ESPRIT

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01

WHO WE ARE



**ESPRIT IS AN ATTITUDE,
NOT AN AGE.**

DOUG TOMPKINS

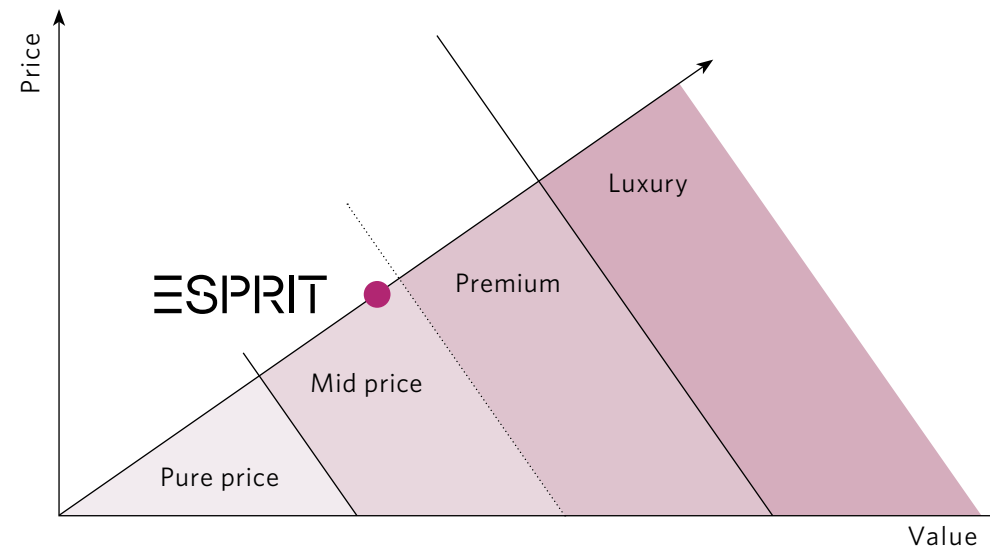
Color is the spirit of the brand not just a visual cue.
It's our playful attitude and how we view the world.
It's our acceptance and openness to new ideas, new perspectives,
and creativity, our sense of optimism, hope and joy for life.

**We exist to bring color to the world
in inspiring, unexpected ways.**

Unexpected to inspire progress, not to shock.
We want to provoke people into new ways of thinking, to challenge
the status quo, all in an effort to enhance the world around us and
solicit action.

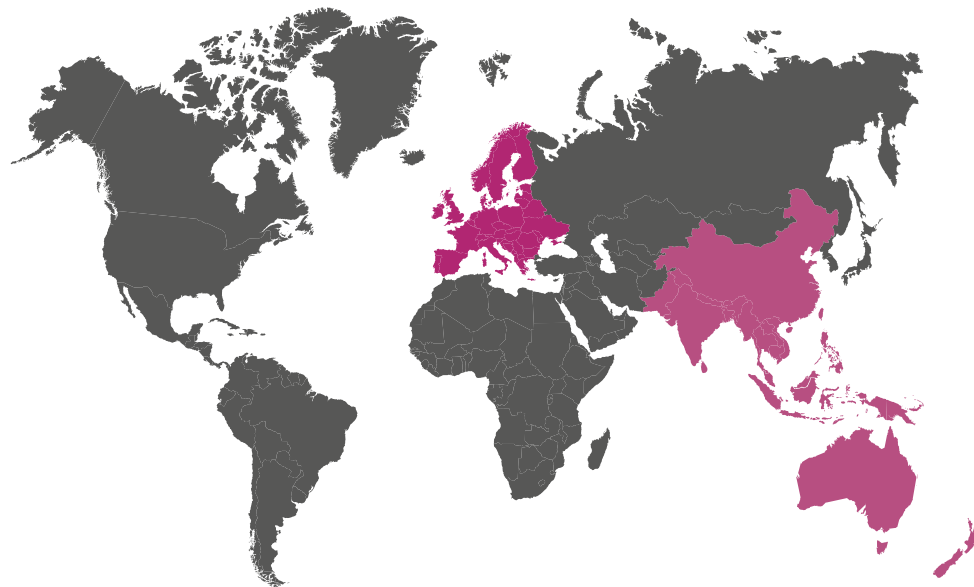
Esprit is positioned as a gatekeeper to premium brands.

- Outstanding value for money
- More affordable than premium brands
- Inspirational styling



Esprit's collections are available in over 40 countries worldwide

Listed on the Stock Exchange of Hong Kong Limited since 1993, Esprit has headquarters in Germany and in Hong Kong. In 2016/17, the Esprit Group generated revenue of HK\$ 15,942 million.



40 COUNTRIES

20 E-SHOPS

666 RETAIL STORES

837 FRANCHISE STORES

3,144 SHOP-IN-SHOPS

6,037 WHOLESALE POS

**Esprit stands for an exceptionally strong brand awareness –
proven by numerous external studies.**

GERMANY 98%

Source: Synovate Global Online Survey, 2010

NETHERLANDS 94%

Source: Synovate Global Online Survey, 2010

FRANCE 83%

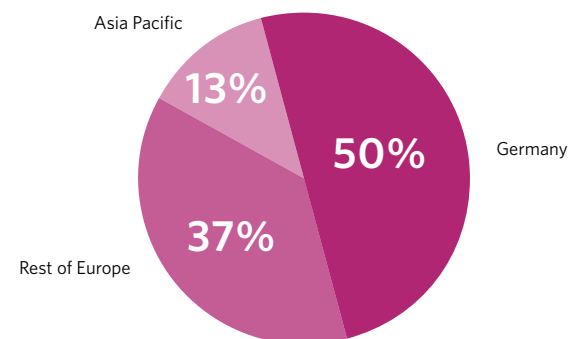
Source: Synovate Global Online Survey, 2010

CHINA 66%

Source: Shanghai/55% Beijing auFOUND
Marketing Consultancy, 2009

**OUR BUSINESS IN THREE
MAJOR MARKETS**

Revenue = HK\$ 15,942 million in FY 16/17



VISIT US ON
www.esprit.com

KEEP IN TOUCH



WHATSAPP

02

WHY WITH US

A portfolio of brands attuned to every occasion

CASUAL

Feel relaxed? Let us inspire you with a fresh, natural style for your everyday look.



ESPRIT

COLLECTION

Want to dress up a bit? Let us help you with your daily business or special occasion look.



ESPRIT

EDC

Prefer to be more progressive, edgy, urban, youthful? So do we!



edc

A lifestyle brand portfolio that creates a comprehensive offer for consumers

BODYWEAR women, men and kids | nightwear, swimwear **SPORTS** women
ACCESSORIES women and men | bags, belts and soft items,
SHOES women, men **LICENCES** women and men | fragrances, home, eyewear,
timewear, jewellery, socks, etc. **KIDS**



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

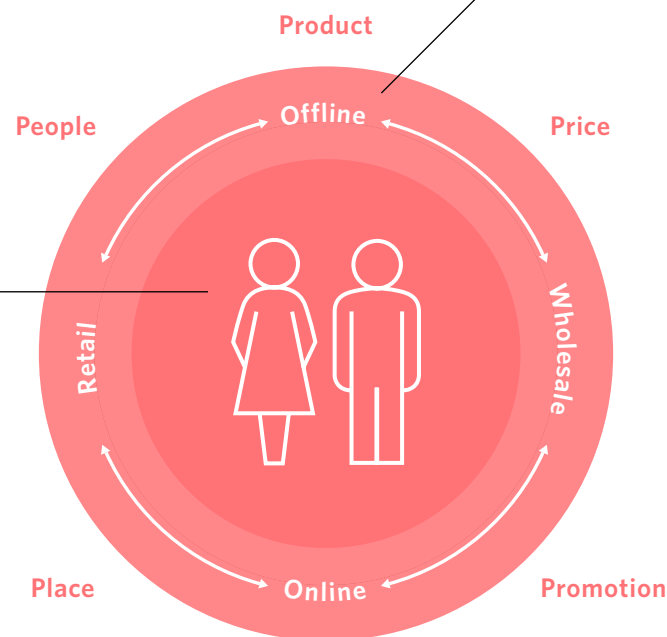
FLEXIBILITY

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

Leveraging an omnichannel strategy opening the door for the future

A CONSUMER-CENTRIC MODEL

Supported by a powerful and
worldwide-unique CRM programme



WE SEAMLESSLY INTEGRATE THE CONSUMER JOURNEY ACROSS ALL CHANNELS TO PRODUCE A SUPERIOR SHOPPING EXPERIENCE

- Enhanced digital experience
- Personalised product offering
- @store services
- New APP as a cornerstone of the seamless integration

ALL LINKED TO OUR VERTICAL BUSINESS
MODEL, ALLOWING US TO ADAPT TO MARKET
NEEDS BETTER AND MORE QUICKLY

Sustained by easy operations to facilitate the daily business

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

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

03

WHAT WE OFFER

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

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.



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.**

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.

FS

FRANCHISE STORE

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





The franchise store model

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

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
- 1A location
- Minimum size as per location modules









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

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

SERVICES SUPPORTING ALL FUNCTIONS HELP TO OPERATE THE STORE PERFECTLY.

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

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.

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

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

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).

04

HOW TO START WITH US

Start now & contact us!

INTERESTED IN ENTERING INTO A SUCCESSFUL PARTNERSHIP? CONTACT US!

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

AUSTRIA ESPRIT HANDELSGESELLSCHAFT MBH

Söllheimerstr. 16
5020 Salzburg
t +43 662 454770
e group.cs.at@esprit.com

BELGIUM & LUXEMBOURG ESPRIT BELGIË WHOLESALÉ N.V.

Hessenstraatje 21
2000 Antwerp
t +32 3 233 6020
e group.cs.be@esprit.com

FINLAND ESPRIT FINLAND & BALTICS

Vilhonvuorenkatu 12/4th floor
00500 Helsinki
t +358 (0)9 41 700 700
e group.cs.sca@esprit.com

FRANCE ESPRIT DE CORP. FRANCE S.A.

9-11, rue de l'Est
92100 Boulogne-Billancourt
t +33 147 79 1000
e group.cs.fr@esprit.com

GERMANY ESPRIT WHOLESALÉ GMBH

Balcke-Dürr-Allee 1
40880 Ratingen
t +49 2102 123 59300
e retail.partnership@esprit.com

ITALY ESPRIT ITALY DISTRIBUTION SRL

Via Tortona, 37
20144 Milan
t +39 02 81881725
e group.cs.it@esprit.com

NETHERLANDS ESPRIT EUROPE B.V.

Krijgsman 75
1186 DR Amstelveen
t +31 20 575 0808
e group.cs.nl@esprit.com

SCANDINAVIA ESPRIT DE CORP. DANMARK A/S

Lindgreens Allé 9
2300 Copenhagen
t +45 3264 6200
e group.cs.sca@esprit.com

SPAIN/PORTUGAL ESPRIT DE CORP SL

C/ Rosario Pino 12, Posterior
28020 Madrid
t +34 914 29 2213
e group.cs.es@esprit.com

SWITZERLAND ESPRIT SWITZERLAND DISTRIBUTION AG

Thurgauerstrasse 113
8152 Glattpark (Opfikon)
t +41 848 00 454
e group.cs.ch@esprit.com

UK/IRELAND ESPRIT EUROPE B.V.

Krijgsman 75
1186 DR Amstelveen
t +31 20 575 0808
e group.cs.nl@esprit.com

OTHER COUNTRIES ESPRIT EUROPE GMBH

Esprit-Allee
40882 Ratingen
t +49 2102 123 46507
e group.cs.central.eu@esprit.com

CHINA ESPRIT CHINA SIHUAN TRADING (SHANGHAI) CO.,LTD.

No 71 Lane 996 HongQiao Road
Shanghai 200051
t +86 21 6270 0068
e group.cs.cn@esprit.com

思环贸易（上海）有限公司
虹桥路996弄71号甲
上海200051
中国

ASIA
ESPRIT REGIONAL
DISTRIBUTION LIMITED
43/F, Enterprise Square Three,
39 Wang Chiu Road, Kowloon Bay,
Kowloon, Hong Kong
t +852 2765 4000
e group.cs.asia@esprit.com

SMARTPHONE APP AND SOCIAL MEDIA



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