

ESPIRIT

CREATE SOMETHING TOGETHER


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1. THE ESPRIT BRAND




RETURN ESPRIT TO ITS
ORIGINAL, ELEVATED AND
DIFFERENTIATED BRAND
POSITION.




“My friends and I loved ESPRIT ... it was metropolitan cool, but it also had a European vibe - introducing shapes, styles and colors we had never seen elsewhere.”

A NYC pop-up ESPRIT customer



“OMG - this brand was my beacon in the 80s and early 90s - cannot wait to see you bring it on to a brand new generation.”

A NYC pop-up ESPRIT customer



“ESPRIT was a game changer! Could not wait for those catalogs to come!”

A NYC pop-up ESPRIT customer



“I still have my ESPRIT sweater from 1988. I’ll never give it up!”

A NYC pop-up ESPRIT customer

Two people set out together.

He, a creative guy from the East Coast, who was hitchhiking through California in 1963. She, a young Californian in a VW Beetle, driving to her holiday job. Their names: Doug Tompkins and Susie Russell. Their mutual way starts on Route 89 at Emerald Bay – and has lasted longer than both might have thought the moment they met: three months later, they are married. Another five years later, they found a company that goes on to write fashion history:

ESPRIT



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.

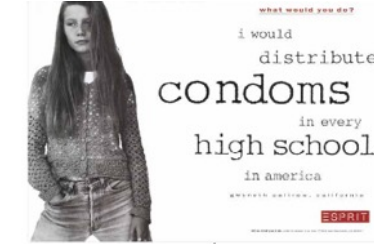
„We were kids of the sixties and really took responsibility for what we created.“

Susie and Doug were completely dedicated to the ideas 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

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



Completed restructuring while posting a net profit in 2021. Bold plan for international retail expansion with new omnichannel store of the future in fashion capitals and key cities.

2020s

ESPRIT ATTITUDE



The life of the party.
Provocative and exciting.
A bit of “gotcha,” a bit of tongue in
cheek.
Freedom and forging one’s own path.
Marching to the beat of one’s own
drum.
A belief that all you need for adventure
is
the desire to have one.
Vivacious, with infectious enthusiasm.
Jokey, not taking things seriously.
Spontaneous, anything goes.
Humanistic.
Making people happy.



PLAYFUL

ESPRIT is here to have a good time. The brand believes that status quo is meant to be challenged and rules are meant to be broken. Cheeky and mischievous, playful and witty, ESPRIT communicates with a wink and a nod. Always with a sense of humor, never not in on the joke.

Keywords: humor, joie de vivre, a wink

MODERN

Never business as usual, ESPRIT puts forward a brand experience that is as open-minded, accessible and inclusive as its products. The brand's Californian origins gave rise to its humanist values. ESPRIT emphasizes community and culture, being current and global, being the needle of the zeitgeist. Aesthetically and ethically, ESPRIT is thoroughly modern.

Keywords: socially, culturally & environmentally aware

COOL

Cool is an aesthetic mix of attitude, behavior, appearance and style. To be cool is to stand apart from the mainstream -from the cultural norms of identity, language and behavior. To be cool, ESPRIT needs to create its own identity, its own language and its own ethics. Being cool is always effortless. Cool is both knowing oneself, and then being oneself. With confidence.

Keywords: independence, effortless, challenging the status quo



Today Esprit has a presence in over 30 countries around the globe. Esprit's headquarter is in Hong Kong, where the brand has been listed on the Hong Kong stock exchange since 1993. In 2022 Esprit announced a new initiative called Futura, with local hubs located in Amsterdam, London and New York City, to drive the brand toward further success and innovation.

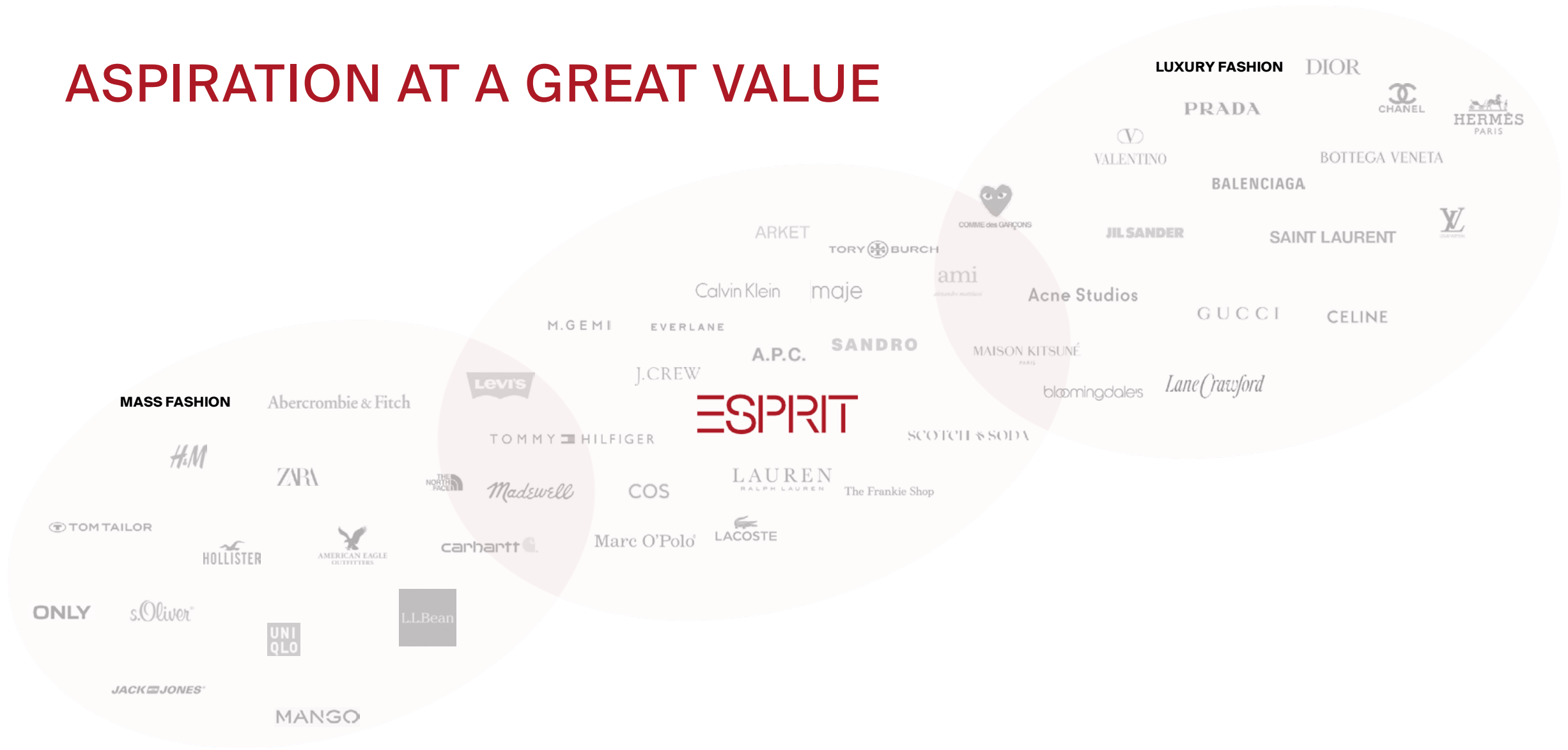
ASPIRATION AT A GREAT VALUE



 **FUTURA HUBS**

 **KEY OFFICES**

ASPIRATION AT A GREAT VALUE



OUR PATH

WE'RE A CENTER OF GRAVITY THAT BRINGS PEOPLE TOGETHER, WITH OPEN MINDS AND HEARTS TO REALIZE THE POTENTIAL OF WHAT CAN BE. REINVIGORATING THE HUMAN SPIRIT.

Whilst it is true that Esprit was created to be an ethical and sustainable brand from its inception, it is also fact that it was born to be alternative and unique!

The brand has never been one to accept the role of a follower of trend, it is in our nature to disrupt and innovate. This is a culture that we are proud to uphold, and so will continue to focus on perfecting comfortable and versatile wardrobe pieces that inspire our customers.

Ours is a brand that strives to achieve a feeling of happiness and joy, updating classics and creating must have items with bold seasonal colors and designs that bring a burst of energy to timeless style.

All while caring, as we always have, about the world we live in.

In 2023, Esprit is set to reintroduce the brand's story in a modern context.

We believe in a common spirit of a life inspired.

We believe in thinking outside the box and championing innovative ideas as the catalyst for positive change in the world. It's been in our DNA from the very beginning.

OUR AMBITIONS

RETURN TO NORTH AMERICA

20 new retail stores by 2025

2 recently launched e-commerce stores

1 country with wholesale accounts

RETURN TO ASIA PACIFIC

20 new retail stores by 2025

8 recently launched e-commerce stores

2 countries with wholesale accounts

ENHANCE EUROPEAN FOOTPRINT

161 existing retail stores

60 new retail stores by 2025

28 e-commerce stores

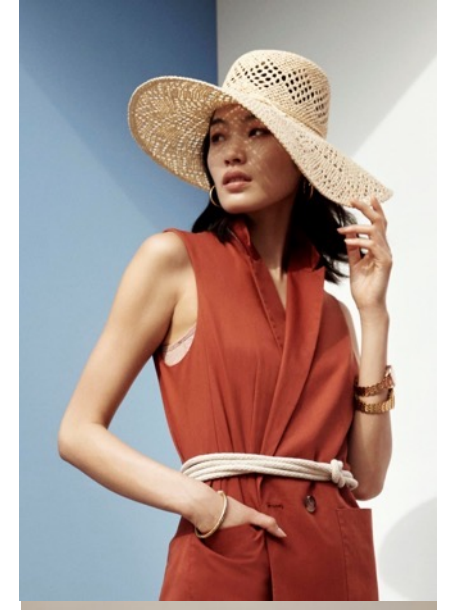
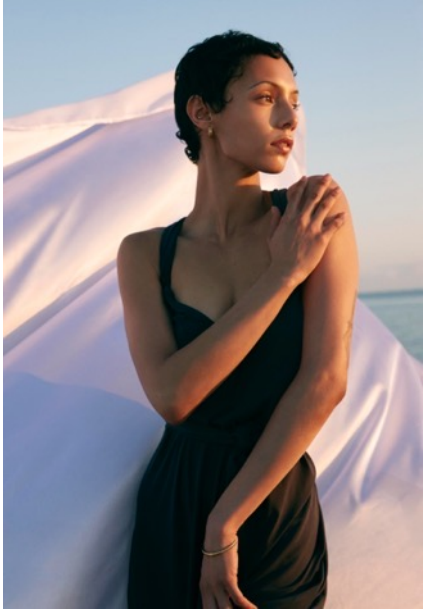
25 countries with wholesale accounts



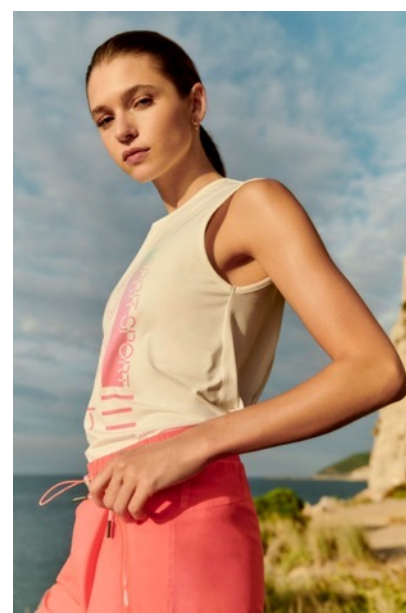
2. BRAND PORTFOLIO



A lifestyle brand portfolio that creates a comprehensive offer for consumers.



W O M E N M E N K I D S A C C E S S O I R E S
L I C E N C E S B O D Y W E A R S P O R T S S H O E S



DESIGN

Country dressing for the urban crowd. Wearable in both city and country. Metropolitan outdoor. Casual even when put together. Masculine-feminine. Unconstructed. Relaxed silhouettes. Elastic waists. Mix and match patterns. Playful color palettes. Wild prints. Suspenders. Belt bags. High quality essentials. Rich knits. Fair Isles. Tweeds. Wools. Carefully selected fashion-forward pieces. Pieces adaptable to one's personal style.

STYLING

Wardrobe for field or street. Pulled-together looks from city combined with flexibility and accessibility of country looks. Wearable in town and outside of it. Laid-back tailoring. Over-layering. Garments put together in unexpected ways. Masculine-feminine. Glam rock and preppy leanings. Stand up collars. High/low combinations (pearls and fur with a sweatshirt). Dressed for movement. A pop of color. Clashing prints. Unconventional.

CAPSULES

Limited number per year (4-6). Thematic. In sync with marketing calendar. Designed to amplify/complement the seasonal collection message. Collaborations. Special editions. Reissues. Testing experimental materials. Meant to create new brand associations and speak to different prospective brand audiences. Reflect the brand's aesthetic territory, design direction and styling of the core assortment.

COMFORTABLY CHIC
OUTDOOR INSPIRED
MODERN ECLECTIC
URBAN SPORT
SMART LAYERS
CLASSIC COOL
RICH TEXTURES
POWER DETAILS
SIGNATURE PRINTS
MIGHTY MONOCROME
METROPOLITAN OUTDOOR

THE FIREBRAND

- **DESCRIPTION**

A trailblazer, a passionate trendsetter. They are the rebel, the one who energetically takes inspiration from the world and confidently transforms it into inspiring others. Their objective is to shine.

- **DEMOGRAPHIC INFORMATION**

Median age 42
Median HHI: US\$73,500
Ethnically Mixed & Diverse
Price Point Range: US\$85 - 180 for single item
Gender: Skews Female

- **ACTIVITIES & INTERESTS**

Indulges in home decoration; goes to comedy club or stand-up comedy show; dances/goes dancing; karaoke; painting, drawing, sculpting; roller skating; yoga; attend R&B/hip-hop/rap performances

- **MINDSET & MOTIVATIONS**

95% agree that "I purchase clothes that make me feel confident", and 67% agree that "I love to mix and match high and low-end designers when putting together an outfit".

- **BRAND TEMPERATURE**

Forgotten, remind them ESPRIT is cool

THE MINIMALIST

- **DESCRIPTION**

The Minimalist may be mistaken for not having much fashion sense or interest in their aesthetic choices. This would be wrong. They carefully curate a minimalist aesthetic with classy simplicity and style. Mixing & matching basics is core to this style.

- **DEMOGRAPHIC INFORMATION**

Median age 50
Median HHI: US\$99,200
Price Point Range: US\$85 - 180 for single item
Gender: Slightly more Male

- **ACTIVITIES & INTERESTS**

Participates in fantasy sports league; goes to bars/night clubs; skiing; snowboarding; golf

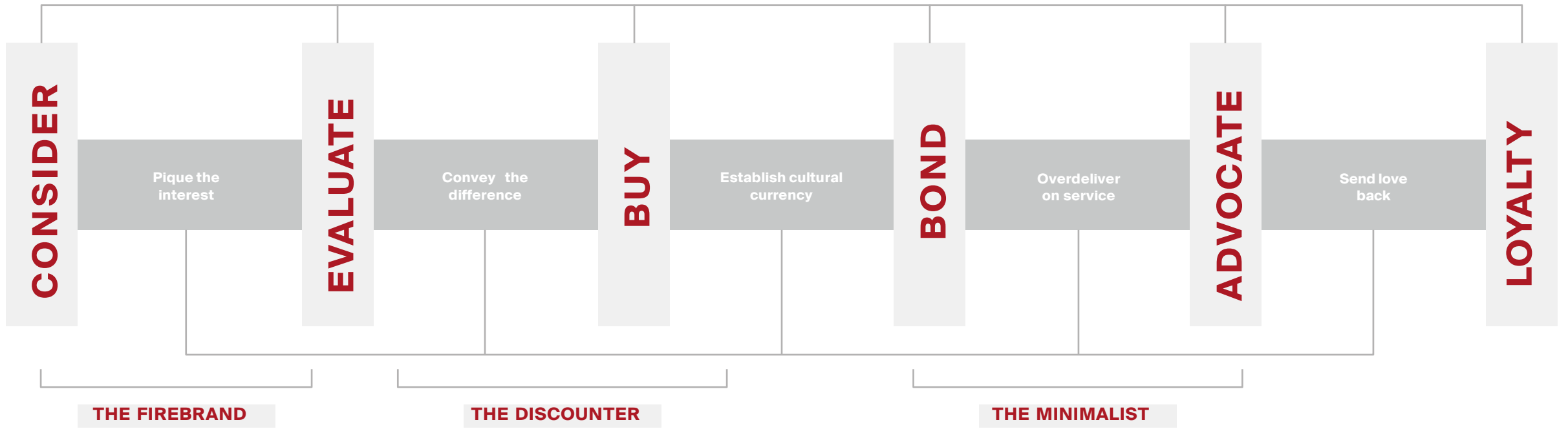
- **MINDSET & MOTIVATIONS**

83% agree, "It is important to look attractive to others" and 90% agree that "I purchase clothes that make me feel confident".

- **BRAND TEMPERATURE**

Forgotten, remind them ESPRIT can give strong foundational pieces





BRAND GOAL

Reawaken interest: remind them that ESPRIT is cool.



BRAND GOAL

Maintain brand leading up to key seasonal moments: be on her radar when she is in the mindset to browse & shop.



BRAND GOAL

Establish relevancy: signal to him & her that ESPRIT is the destination for strong foundational pieces.

3. THE PERFECT PARTNERSHIP





WHY WITH US?

- Strong brand loyalty and awareness
- Bold campaign strategy
- High quality products
- Large value for money
- Modern store concepts and digitalization
- High sell through in various settings
- Strong price opener
- 12 drops per year
- Flexible order process & quick replenishment
- Organic NOS program
- Digital buying solutions
- Advanced Omnichannel services
- Visual Merchandising and Marketing Support
- Constant support and high-quality service from our Area Managers and Customer Service

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.**

FRANCHISE STORES

The Esprit franchise store concept represents the mono-brand store business model with the closest partnership between Esprit and its partners. The Esprit franchise store offers you the ideal opportunity to fully capture the brand's unique spirit and make it accessible to your customers. Well-established franchising system for consistent marketing of the Esprit lifestyle world with the original Esprit store design at the partner stores. 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.

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.

IDENTITY CORNER

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

SHOP-IN-STORE

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.

E-COMMERCE

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.



ESPRIT

ESPRIT

ESPRIT

ESPRIT





ESPRIT

CAPESSE

CAPESSE

YOUR CONTRIBUTION TO A SUCCESSFULL BUSINESS

- Suitable building to represent and preserve the high value, image and reputation of the ESPRIT trademarks
- Products of relevant competitors of ESPRIT are in direct neighborhood
- Storefront must have a least one display window or another appropriate presentation space
- Majority of business must be the sale of apparel, accessories and/or lifestyle products
- The presentation of ESPRIT products must happen in a suitable way to preserve the high value, image and reputation
- Presentation of the ESPRIT brand logos in accordance with the ESPRIT guidelines
- Offer ESPRIT products of the current seasons
- A presence of sale staff dedicated to apparel
- The furniture and fixtures must comply with the ESPRIT guidelines
- The purchase of ESPRIT products in a specific amount per calendar year
- Daily notice on sales and inventory reports relating to ESPRIT products



WE ARE KEEN TO BUILD STRONG AND LONG-TERM PARTNERSHIPS.
OUR SUPPORT IS GURANTEED THROUGH THE WHOLE PROCESS AND BEYOND.

LOCAL
CUSTOMER SERVICE

Esprit BE & LUX

Esprit België Wholesale N.V.
Hangar 26/27
Rijnkaai 100, bus C12
2000 Antwerpen
t +32 3 233 60 22

LOCAL
CUSTOMER SERVICE

Esprit NL

Esprit Europe BV.
Moermanskkade 409
1013 BC Amsterdam
t +31 20 575 08 08

HOTLINE
ESPRIT FRIENDS

t 00800 3777 4332
e b2b@esprit-friends.com

CONTACT

WHS e hello@esprit.com
FS e retail.partnership.benelux@esprit.com

4. OUR COMMITMENT AND SUPPORT



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

All new stores receive a special support to set up perfect visual merchandising and to get initial training.

SERVICES SUPPORTING ALL FUNCTIONS HELP TO OPERATE THE STORE PERFECTLY.

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 optimized 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.

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 cross border in all €-countries, across all participating Esprit Stores in Europe and the Online shop.

OMNICHANNEL SERVICES

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.

SCAN & SHOP

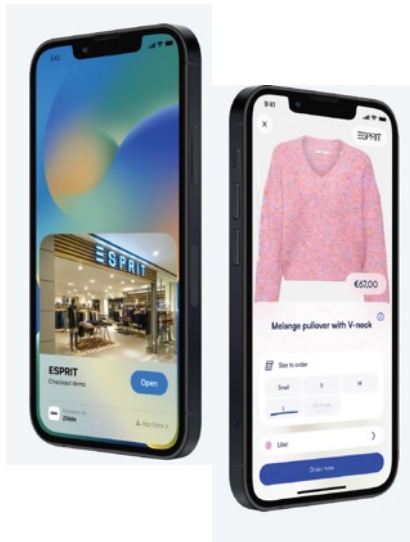
Pieces in store can be scanned and checked online for more variations (sizes & colours).

REAL TIME INVENTORY

Style availability in store will be shown online.

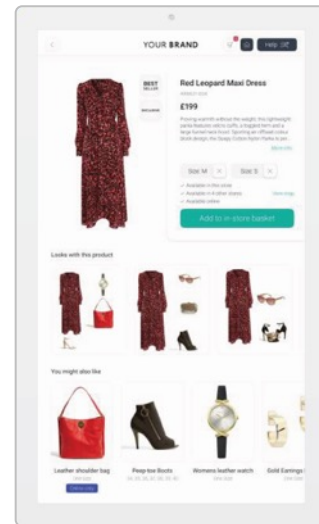
Newsletter service to showcase the latest merchandise deliveries to end consumers.

TAP & ORDER



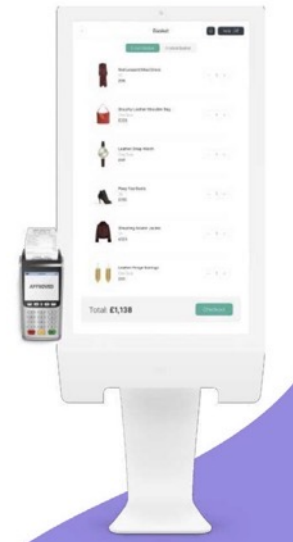
In-store mobile checkout and endless aisles through the customers' own device

DIGITAL FITTING ROOM



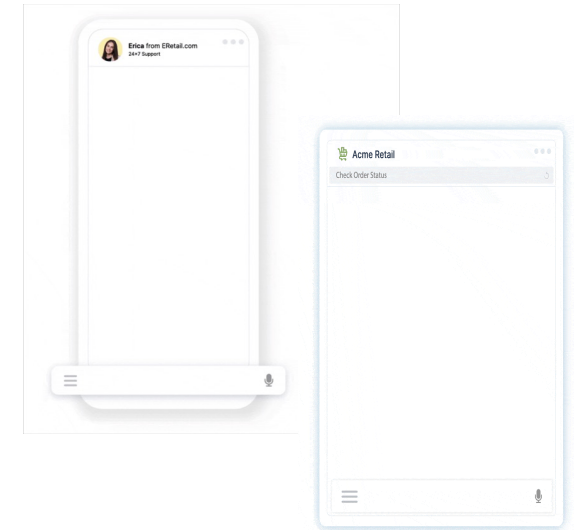
Scan, browse and search products
Display complete look
Request product to fitting room
Call for assistance

SELF -SERVICE KIOSK



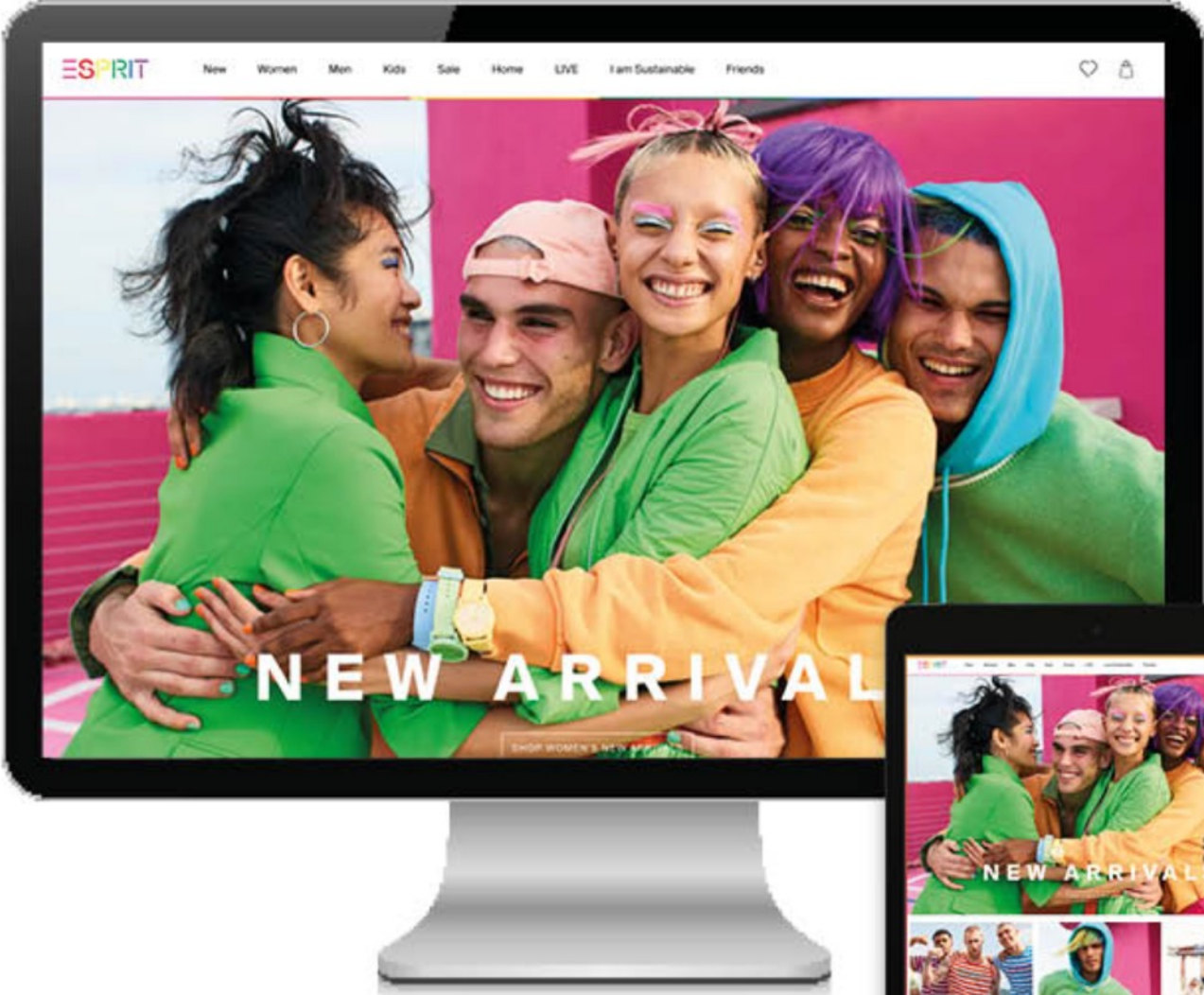
Catalogue, and search the products in-store and online
Self checkout

CONVERSATION AI CHATBOT

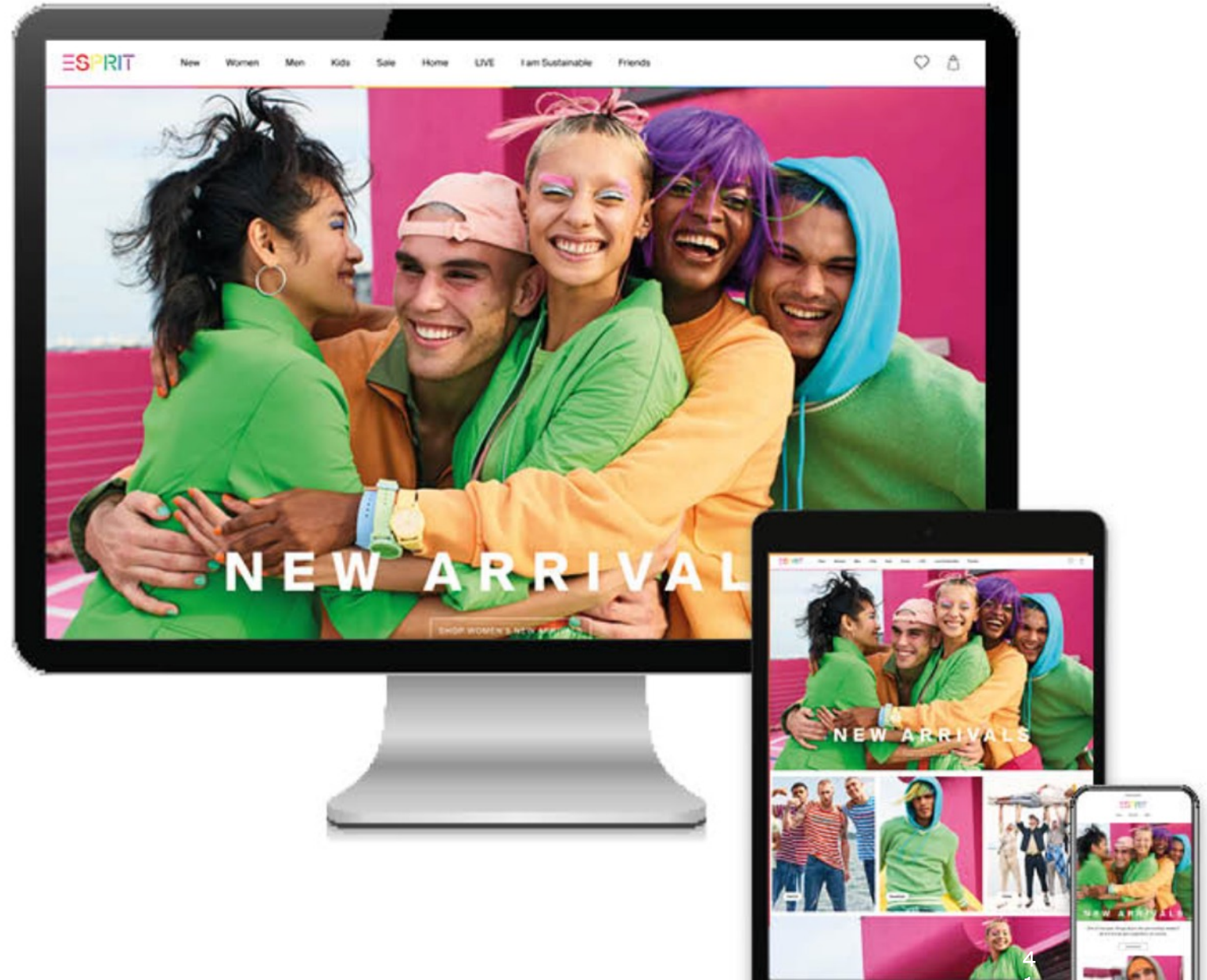


Assist with sales and customer support
Order fulfillment and inventory status

DIGITAL RETAIL



WEBSITE REDESIGN
APP REDESIGN
CRM AND LOYALTY
PERSONALIZATION
SOCIAL COMMERCE

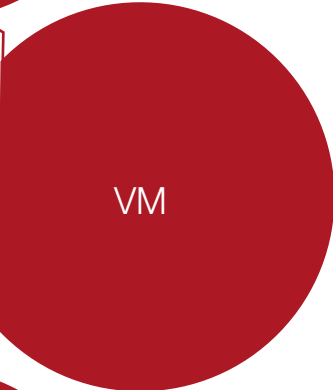


This toolbox contains a range of communication media for franchise stores and many useful materials: from all available POS and display material to media campaign assets, store music and branded giveaways.



Our loyalty system “Esprit Friends” is a powerful instrument to increase purchase frequencies in stores and online via targeted communication and incentives. The Esprit APP is the most convenient way for our fans to stay connected with Esprit.

With (Digital) Out Of Home Advertising we are reaching our on-the-go audience and enhance brand recall and awareness.



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.

We implement brand campaigns and initiatives in order to enhance brand awareness and drive traffic and conversion into your store. Naturally, our partners will benefit from this brand presence and the positive image of the brand.



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 over 500k Instagram followers* use our social media channels.

5. OUR MARKETING SERVICES



This is intended to help you to work independently, but also to ensure an aligned appearance throughout the brand.

Please note: This is merely a timeless set of guidelines.

ESPRIT FRIENDS PROGRAM



Bonus with every purchase in Esprit Franchise Store & Online Shop	3% (5% Switzerland)	3% (5% Switzerland)	3% (5% Switzerland)
Bonus with every purchase in Esprit Outlet Stores	1%	1%	1%
Welcome Voucher after first purchase or Status Upgrade*	10 EUR	15 EUR	20 EUR
Birthday Voucher*	200 extra e-points	10 EUR	10 EUR
Free and non-binding participation	•	•	•
Valid worldwide	•	•	•
Voucher from 600 e-points (= 6 EUR), collected within 12 months	•	•	•
E-points valid for 12 months	•	•	•
Participation Omnichannel Services	•	•	•
Invitation Private Sale	•	•	•
Mailings & exclusive Offers	•	•	•
Customer Service	•	•	•
Invitation VIP Shopping		•	•
Tailoring service**			•
Professional style consulting (only in stores)			•
UPGRADE	From 900 collected e-points (= 300 EUR purchase) within 12 months upgrade to gold status	From 1.800 collected e-points (= 600 EUR purchase) within 12 months upgrade to platinum status	

1 e-point = 0,01 EUR/0,017 CHF/0,07 DKK/0,09 SEK

*Voucher value differs due to local currencies

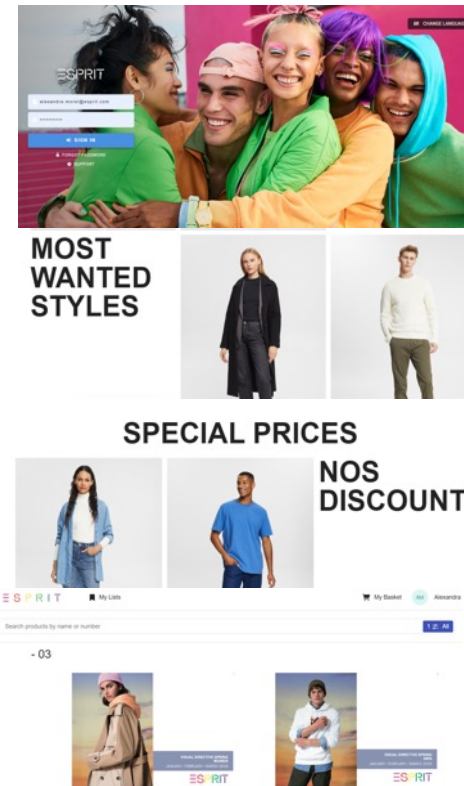
**Valid for all product classes except T-shirts, Sweaters, Shirts, Blouses. Valid for non-discounted merchandise of 30 EUR or more within 30 days of purchase. Not valid for outlet merchandise. Change of a complete clothing size is not accepted

GET ACCESS TO SHOP MORE STYLES & GOOD DEALS

E2B portal – Partners benefits : Full autonomy

- A personal User ID access is created for you
- Refill when you want – anytime
- Access to discounts and Good deals
- Get your Pre Order Recommendations
- Access to Collection Launch & Videos (30 Days)
- Track your order delivery
- No minimum purchase
- Possibility to make your basket over several days (leave it on hold)
- Delivery: 5 working days-Freight charged to Esprit
- Find your Visual Directives support

For further details, please contact the local Customer Service



To create your own Esprit account, please click [here](#)

A WIDE RANGE OF MARKETING SERVICES IS PROVIDED BY US.

MMT

A Monthly Marketing Toolbox is provided for your store associates and your team. This may include information about:

- Campaign and brand activities
- Visual merchandising implementation
- Global marketing initiatives

Social Media

A guideline for your channel to help ensure an aligned appearance on social media with do's and don'ts for running an account and working with influencer. Images that can be used on your social media accounts can be provided by Esprit.

Give Aways

Esprit supports in finding the right product for a Gift with Purchase incentive, to stay aligned with the brand promises.

Ad Services

A service to provide special POS material such as layout or printed version for local advertising initiatives.
(flyer, ads, poster, newspaper layouts etc.)

LMT

Local Marketing Tool: Order Newsletter, Postal Mailings or Facebook posts to reach your Esprit friends. The support is provided by the local Marketing Manager or Customer Service of your country.

GAP

The Growth Activation Plan includes all activations for the year as an overview for your planning.

For further details, please **contact your local Marketing**

PROCESS FOR ADVERTISING SERVICES

WHAT CAN BE ORDERED?

The following layouts can be ordered:

- POS Material: Counter Cards, Poster, Flyer, Brochure etc.
- Mailing: Newsletter, Postal Mailing
- Social Media: Layouts for Facebook, Instagram etc.
- Digital: Layouts for digital screens

WHAT BASIC INFORMATION IS NEEDED?

In order to ensure an efficient workflow, the following information is strictly needed:

- Layout format and size
- Store name / address
- Text or topic
- Preferred division (if it applies)
- Exceptions (if it applies)
- Deadline

TIMING

Please allow up to 2 weeks, for the layouts to be processed.

ADDITIONAL INFO

- We will send you the layout draft for approval
- Add Area Manager always in email copy
- For special layout requests, such as banners for construction sides, facade sticker etc., a photo is required along with the layout request

STORE MUSIC

Nothing conveys the spirit of our label more than music. It generates emotion, puts our customers in a good mood and allows them to delve fully into the Esprit world. Our audio players will automatically hit the right tonality for your store and a new selection of songs comes out once a month directly via internet (new CDs every second month). On top of this, personal advice via our hotline and the exchange of damaged players are all part of our service. Order the audio player directly from your advertising contact.

DJ MUSIC

Content:

Can be booked additionally to Events for e.g. Anniversaries
DJ with electro/house music or something else

Costs:

Depends on DJ and Agency
500-2500€



6. EVENT GUIDE



WITH WELL SELECTED AND DEFINED EVENTS AND ACTIVATIONS WE DELIVER ESPRITS IMPORTANT TOPICS TO OUR CUSTOMER.

CONTENT	Invite customers to celebrate, e. g. Campaign, Esprit birthday, Center anniversary, City events and more. food & drinks guideline
ACTIVITIES	Order snacks & drinks Book DJ (additionally)
COMMUNICATIONS	Inviting customers via Friends-Mailing and Postcard-Service Newsletter Invitation flyer POS Material (Banner, CC) For more POS Material please refer to chap. 05 - POS Material
COSTS	Newsletter: 125€ 1.000 flyers: approx. 350€ POS Material (Included CC & Banner): 100€ For activity costs please refer to your local Marketing Manager

Please note: Think in a sustainable way, be simple, clean and transport what we stand for
For further details, please **contact your local Marketing**



NO MATTER IF YOU ARE OPENING A NEW STORE OR RECONSTRUCT YOUR EXISTING ONE, THE CUSTOMERS NEED TO BE INFORMED. WITH OUR SET OF OPENING, RECONSTRUCTION OR CLOSING BASICS, A SUPPORT FROM OUR SIDE IS GUARANTEED.

STORE OPENING

Based on all our experiences with store openings, we created a basic set of activities which makes your store opening a success.

- Basic Package**
- Window sticker
 - Counter card set
 - Entrance area
 - Kickback voucher
 - Social Media post
 - Friends Newsletter

For further details, please contact your local Marketing

STORE RECONSTRUCTION / CLOSING

You are planning a refresh or a closing of your store? We will support you with POS material

- Options:**
1. banner (use of existing holder)
 2. Flyer
 3. Hoarding

Our objective is to create an experience for our customers which is aligned with the values of Esprit. We want to strengthen the brand and create awareness which supports our brand strategy.



We are excited to partner with you.
Thank you.