

ESPRIT

SIMPLY YOU – TRULY BE YOURSELF

It's your inner strength that makes you shine and helps you master your life with optimism and confidence. Self-love, curiosity and joy of life epitomize the modern, dynamic and self-determined woman you are. SIMPLY YOU is what counts! Who you are, what you feel - authentic and true, with everything that makes you the person you are. Set off on a wonderful powdery, floral journey with the ESPRIT SIMPLY YOU fragrance.

THE FRAGRANCE

SIMPLY YOU for her is a sensual, feminine eau de parfum. With its powdery note, it softly envelops the senses and radiates a truly special femininity that testifies to inner strength and serenity. The top note already exudes a radiance that elicits a good mood. The senses are invigorated and refreshed thanks to the fresh, citrusy and spicy nuances of bergamot and pink pepper. Precious, rare flowers are at the heart of the powdery-floral fragrance and provide a warm, floral bouquet. Heliotrope contributes a light, vanilla note that is accompanied by the mysterious scent of jasmine. The osmanthus shrub's blossom exudes a fruity-floral, yet slightly woody peach fragrance. Exotic sandalwood gives SIMPLY YOU a warm, wood-like nuance that is both sweet and soft. A discreet hint of seductively dry, sweet-warm amber and musk harmoniously blend into the long-lasting base note.



Top note:

Bergamot, Rose Pepper

Heart note:

*Heliotrope, Jasmine,
Osmanthus*

Base note:

Sandalwood, Amber, Musk



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FLACON & DESIGN

The new ESPRIT SIMPLY YOU fragrance embodies the strong, confident and sensual woman. The rounded edges of the bulbous bottles lie comfortably in the hand, while the asymmetrical lid is distinct from the feminine bottle, bringing out the different facets and individuality of each woman. A jewelry pendant on the spray head is a true eye-catcher that reveals the fragrance's signature – SIMPLY YOU. This provides it with an additional special, one-of-a-kind touch. The fragrance's beige color underscores the powdery note. The blue-colored ESPRIT logo confidently stands out from the softer design, thereby harmoniously combining the fragrance's feminine and inner strength.

THE RANGE

ESPRIT SIMPLY YOU for her Eau de Parfum, 20 ml for €15.95*

ESPRIT SIMPLY YOU for her Eau de Parfum, 40 ml for €24.95*

The new ESPRIT SIMPLY YOU fragrances will be available in stores from August 2021.

Sustainability is very important for ESPRIT, which is why the ESPRIT SIMPLY YOU folding boxes are made of FSC-certified paper, sourced from responsibly-managed forests. Animal welfare is also very important for ESPRIT, which is why no animal ingredients are used. All fragrances are dermatologically tested for skin compatibility.



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ABOUT ESPRIT

Inspired by an unconditionally positive attitude to life, Esprit was founded by Susie and Doug Tompkins in California in 1968. Influenced by the revolutionary spirit of the 60s, the brand developed a clear philosophy: authenticity instead of unnatural perfectionism, solidarity instead of exclusion and colorful joy of life instead of the daily gray grind. Esprit's guiding principle became "We want to make you feel good to look good." Since day one, Esprit has not only stood for high-quality, casual essentials and carefully-selected trend pieces, but also for responsibility. For Esprit, it is all about sustainability, equality and freedom of choice. In 1992, long before "eco fashion" became trendy, Esprit launched the first "ecollection" made of 100 % organic cotton and for the "Real People Campaign" in the 1980s, the fashion company with Californian roots chose employees instead of models.

Esprit - Feel good, look good. Every day. For more information, visit www.esprit.com

Digital image and press material is available for download
free of charge: www.beautypress.de.

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