

ESPRIT

ESPRIT ESSENTIAL- Feel Good

The year's first warm rays of sunshine on our skin, birdsong announcing a new day, or our favorite song on the radio that remind us of good times – it's often the simple things that make life special and leave us feeling good. Esprit Essential captures these relaxing, feel-good moments. Day after day.

THE FRAGRANCE

ESPRIT ESSENTIAL for her is puristic and feminine. Its authenticity ease with a gentle, floral fruitiness that stems from its top note, where pomegranate and iced cassis meet. They symbolize the joy of life and the fragrance's minimalist essence. In the heart note however, the bouquet blends with peony, magnolia and lotus just perfectly. Warm nuances of musk, cedar wood and white amber round off this feminine fragrance composition. This is why the fragrance exudes a sense of subdued sophistication, providing strength and optimism.



Top notes: pomegranate & iced currants

Heart notes: peony, magnolia, lotus

Base notes: musk, cedar, white amber

ESPRIT

THE FRAGRANCE

The unconventional **ESPRIT ESSENTIAL for him** fragrance composition for him combines striking masculinity; in the form of woody chords, with floral-fruity nuances. The top note consisting of green violet leaves, raspberry and bergamot epitomizes the fragrance's clean character. Its heart note combines violet, gardenia and iris harmonically and creates an expressive sensation. The base of sandalwood, vanilla and musk contributes to the masculine finish. **ESPRIT ESSENTIAL for him** is a modern and vibrant fragrance that combines pure and bold notes.



Top notes: violet leaves, raspberry, bergamot

Heart notes: violet, gardenia, iris

Base notes: sandalwood, vanilla, musk

THE FRAGRANCE IN ONE SENTENCE

ESPRIT ESSENTIAL for her

A clean fragrance composition conveying a feeling of pure and gentle joy of life with a combination of iced and warm notes.

ESPRIT ESSENTIAL for him

A modern fragrance composition mediating a vibrant aura of elegance and boldness through a combination of modern and bold notes.

ESPRIT

THE BOTTLE

The new ESPRIT ESSENTIAL fragrances focus on minimalism and elegance at once. The flacons are designed in two different styles, one for her and the other for him. On one hand, the version for her flourishes in a delicate rose tone within a modern color gradient, while it also flatters the hand thanks to its oval shape. Additionally, the ESPRIT lettering in a powerful magenta hue is an eye-catcher and represents the fragrance's femininity and sophistication. On the other hand, the flacon for him is designed with a masculine shape in black, which is punctuated with a color gradient. Furthermore, it is equipped with gently-rounded edges that nevertheless retain the flacon's striking appearance. A heavy glass base emphasizes the fragrance's modern masculinity, while the ESPRIT lettering is cleverly integrated into the design and highlighted with the complementary color scheme.

THE RANGE

ESPRIT ESSENTIAL for her Eau de Parfum, 20 ml for 15,95 €*

ESPRIT ESSENTIAL for her Eau de Parfum, 40 ml for 24,95 €*

ESPRIT ESSENTIAL for him Eau de Toilette 30 ml, for 15,95 €*

ESPRIT ESSENTIAL for him Eau de Toilette 50 ml, for 24,95 €*

**suggested retail price*

The new ESPRIT ESSENTIAL fragrances will be available in stores from March 2021.

Sustainability is very important for ESPRIT, which is why the ESPRIT ESSENTIAL folding boxes are made of FSC-certified paper from responsibly managed forests. Esprit cares deeply about animal welfare, so no animal ingredients are used. All fragrances are dermatologically tested for skin compatibility.

ESPRIT

ABOUT ESPRIT

Esprit is an affordable premium lifestyle brand for high quality and consciously sourced apparel, accessories, bodywear and home wear, with worldwide distribution. Simplifying wardrobe choices through timeless, 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.

More information on www.esprit.com

Product images and press material are available to download for free
on www.beautypress.de.

Press Contact:

concept & communication GmbH & Co. KG • Brückenstraße 34/1 • 73037 Göppingen
Tel. 07161 / 606830 • Fax 07161 / 60683-22 • info@concept-communication.de