

ESPRIT

LIFE BY ESPRIT

Bring color to your life and spread it to the world. Enjoy life to the fullest every day and take pleasure in adding personal touches. The new fragrance duo life by Esprit embodies this unique lifestyle and brings unexpected and colorful moments into your life. The scent's reinterpretation is based on the well-known classic and captivates with a new, modern fragrance composition. Furthermore, the packaging design is appealing with colorful accents and the familiar design elements of the Esprit brand.

THE FRAGRANCE

Flowery, fruity accords combined with a gentle, woody scent lend the new **life by Esprit for her** femininity and lightness. The composition unfolds in a prelude of hints of jasmine blossom and pear, creating fruity, flowery nuances in combination with rose and ylang-ylang. The interplay of the essences of sandalwood and vanilla perfectly round off the composition and lend it sensuousness and a touch of elegance.

Top note: jasmine blossom, pear

Heart note: rose, ylang-ylang,

Base note: musk, patchouli, sandalwood, vanilla

Fresh and aromatic notes create the lively and stimulating composition of **life by Esprit for him**. The prelude of lemon and mandarin lends the fragrance freshness and unites into a stimulating top note through a deep and surprising absinth accord. In the heart note, powerful hints of pomelo, lavender, and sea spray notes unfold into an aromatic fragrance. Hints of ambergris and musk create the noble and masculine fond.

Top note: lemon, mandarin, absinth

Heart note: pomelo, lavender, sea spray

Base note: amber wood, musk

THE FLACON

The new fragrance duo's design appeals with its attractive and contemporary look. The familiar stripe design was modernized and symbolically stands for the "E" in Esprit's brand name. New color combinations lend the packaging design optimism and lightness. The ladies' packaging is captivating in apricot and rosé, while a vibrant red lends the design a surprising touch. The men's design is appealing due to its strong orange and striking blue, giving the design a fresh and masculine character.

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THE RANGE

Life by Esprit for her Eau de Toilette, 20ml for €15.95 RRP

Life by Esprit for her Eau de Toilette, 40ml for €24.95 RRP

Life by Esprit for him Eau de Toilette 30ml, for €15.95 RRP

Life by Esprit for him Eau de Toilette 50ml, for €24.95 RRP

ABOUT ESPRIT

Founded in 1968, Esprit is an international fashion brand that, true to its roots, expresses a relaxed and cheerful Californian lifestyle. Esprit creates inspiring collections for women, men, and children with high-quality material and close attention to detail. All Esprit products show the company's dedication to give consumers this "feel good to look good" feeling. The company's "Esprit de corps" reflects a positive and social attitude to life which comprises community, family, and friends – in this informal and casual Californian style, the Esprit style. The Esprit collections are available in over 40 countries around the world, in about 700 directly managed retail stores and 6,160 wholesale outlets, including franchise shops and retail spaces in department stores. The business distributes its products under two brand names: Esprit and edc. Esprit has been listed on the Hong Kong stock exchange since 1993 and has its headquarters in Germany and Hong Kong.

PR contact: Daniela März – info@concept-communication.org

The Life by Esprit fragrances will be available in stationary retail from June 1, 2018.