

ESPRIT

ESPRIT WOMAN & ESPRIT MAN

Ratingen, October 2018

LET YOUR COLORS SHINE

Reveal what's hidden at first glance. The new ESPRIT fragrances highlight the colors and quirks of your personality. For expressive men and women who want to surprise others with their lively optimism. Because your fragrance should be as rich in character as you are – whether that be playful or passionate.

ESPRIT WOMAN – THE FRAGRANCE

The interplay of floral fragrances gives ESPRIT WOMAN a feminine lightness. The top note features a symbiosis of fruity mandarin, discreet lily of the valley, and a hint of pink pepper. The heart note, unfolds nuances of peonies, rounded off by a hint of fruity peach. The composition has a warm note finish of musk, cedar, and white amber. The fragrance exudes sophistication, and is characterized by its modern composition that delicately and playfully underlines the facets of every woman.

Top note: mandarin, lily of the valley, pink pepper

Heart note: pink peony, rose, peach

Base notes: musk, cedar, white amber

ESPRIT MAN – THE FRAGRANCE

ESPRIT MAN's aromatic scent composition combines fruity, maritime notes with wooden scents. The top note is sea spray with fruity components of apple and bergamot. The expressive heart of the fragrance captivates with a combination of water fern, ginger, and vetiver. The masculine and powerful base note of patchouli, moss, musk, and dry wood rounds off the fragrance. The new ESPRIT MAN fragrance is a dynamic composition that highlights masculinity and impulsiveness.

Top note: bergamot, apple, sea spray

Heart note: water fern, ginger, vetiver

Base note: patchouli, moss, musk, dry wood

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ONE-SENTENCE FRAGRANCE DESCRIPTIONS

ESPRIT WOMAN

A sophisticated fragrance composition that emphasizes the versatility of femininity with fruity and floral notes.

ESPRIT MAN

An aromatic fragrance composition that stands for dynamic masculinity with maritime notes and fruity components.

THE BOTTLE

ESPRIT has created a bottle for the new fragrance that emphasizes the facets of each personality in a diverse manner, both in design and color. The new ESPRIT Signature Line is modern and surprisingly dynamic. The color-block underlines the versatility and liveliness of the fragrance concept. A striking design language with colorful elements embodies the unmistakable spirit of the ESPRIT brand.

THE RANGE

Esprit Woman Eau de Toilette, 20 ml for €15.95 RRP

Esprit Woman Eau de Toilette, 40 ml for €24.95 RRP

Esprit Man Eau de Toilette 30 ml, for €15.95 RRP

Esprit Man Eau de Toilette 50 ml, for €24.95 RRP

ABOUT ESPRIT

Founded in 1968, ESPRIT is an international fashion brand that – true to its roots – embodies the relaxed and cheerful Californian lifestyle. ESPRIT creates inspiring collections for women, men, and children with high-quality materials and loving detail. All ESPRIT products demonstrate the brand's commitment to make people "feel good by looking good". The company's "esprit de corps" reflects a positive and convivial attitude to life with a focus on the community, family, and friends – in informal and casual Californian style, the ESPRIT style! ESPRIT collections are available in over 40 countries around the world, in around 700 direct retail stores and 6,160 wholesale outlets – including franchise stores and department stores. The Group sells its products under two brands: Esprit and edc. Listed on the Hong Kong Stock Exchange since 1993, ESPRIT has headquarters in Germany and Hong Kong.

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The new ESPRIT fragrances will be available in stores from March 2019.