

# ESPRIT

## Be yourself with PURE from ESPRIT

Discover **ESPRIT PURE** – a whole new dimension of lightness and sensuality. PURE is about expressing your authentic self and enjoying life to the fullest. This fragrance radiates carefree positivity and joie de vivre, while adding richness to your everyday life. A faithful companion that fits snugly in every handbag and is always ready to add a touch of optimism. Find your uniqueness in every moment and express your true nature. ESPRIT PURE invites you to live your authentic self and enjoy every day.

### THE FRAGRANCE

The floral-fruity composition of **ESPRIT PURE** begins with a refreshing top note of juicy peach, sweet pear, and tangy bergamot, which immediately spreads a feeling of liveliness and joy. A harmonious blend of delicate lily of valley, precious jasmine and floral peony unfolds in the heart, making the fragrance sensual and feminine. The base note of seductive musk, juicy red fruits and warm sandalwood lends a deep, sweet warmth that lingers for a long time and underlines the sensuality of the perfume.

**ESPRIT PURE** is not just a fragrance; it is an experience that encourages you to be yourself and live each day with sensuality and a carefree lightness.



#### Fragrance family: Floral-Fruity

##### Top notes:

Peach, Pear, Bergamot

##### Heart notes:

Lily of the valley, Jasmine, Peony

##### Base notes:

Musk, Red Fruits, Sandalwood

## THE BOTTLE

The ESPRIT PURE bottle embodies the essence of your authenticity with a clear and timeless design. The transparent glass bottle allows the carefree character of the fragrance to shine through. This aesthetic is emphasized by the harmonious shape of the bottle, which is more bulbous at the bottom and becomes narrower towards the top, while the cap has a refined and simple design. The solid glass base ensures stability and high quality.

The packaging in soft beige-pink emphasizes the lightness and sensuality of the fragrance, while dark blue lines provide a stylish contrast and highlight the beauty of authenticity.

The feeling of holding the bottle is a special moment – it reminds you to live your authentic self. Be yourself!



## THE RANGE

ESPRIT PURE for her Eau de Parfum, 20 ml for 15,95 €\*  
*\*recommended retail price*

**The new ESPRIT PURE fragrance will be available in stores from September 2024.**

ESPRIT takes sustainability seriously, which is why all the ESPRIT folding boxes are made of FSC-certified paper, sourced from responsibly managed forests. Esprit also attaches great importance to animal welfare, so no animal ingredients are used. All fragrances are dermatologically tested for skin compatibility.

## 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 joie de vivre 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, please visit [www.esprit.com](http://www.esprit.com)

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