

# ESPRIT

Anything is possible: PINK MOMENTS from ESPRIT

PINK MOMENTS always fits, staging every moment as a statement. With its fruity, sensual notes, the fragrance pulsates between innocence and passion, making anything possible. It can be elegant, playful, romantic or even a little over the top, but it always exudes endless charm. Enchanting, brimming with optimism, strength and warmth, PINK MOMENTS kindles the desire for the here and now, making sure you shine. As a daily companion, the eau de parfum always reminds you to live in the now, be mindful of your feelings, celebrate your sensuality, and love your uniqueness. Think Pink!

## THE FRAGRANCE



The top note opens with sparkling, fruity energy. Crisp apple, invigorating blackcurrant, tangy grapefruit, and refreshing pineapple pick you up and set you off on your way with ease. The heart note is where pure harmony unfolds. The elegance of magnolia merges with the innocence of lily of the valley and the warmth of cedarwood. Sensual musk and seductive vanilla merge to create an irresistible base note that lingers on, intensifying beautiful moments. PINK MOMENTS is your elixir that lets you experience feel-good moments all day long.

Top notes: apple, blackcurrant, grapefruit, pineapple

Heart notes: magnolia, lily of the valley, cedarwood

Base notes: musk, vanilla

## THE BOTTLE

The pink glass underscores the fragrance's character. It's fun to hold PINK MOMENTS in your hand. With its rounded edges, the bottle feels smooth and supple. The design is simple and unique. The PINK MOMENTS lettering on the outer packaging also shines in silver. The classic, bright pink box stands out, increasing anticipation of what's inside.



## THE RANGE

ESPRIT PINK MOMENTS for her Eau de Parfum, 20 ml für 15,95 €\*

**The new ESPRIT PINK MOMENTS fragrance will be available in stores  
from March 2024.**

ESPRIT takes sustainability seriously, which is why the ESPRIT PINK MOMENTS 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**

Known and beloved in the 80s, ESPRIT is an iconic lifestyle brand. Tapping into its innovative brand origins, rooted in creativity, community and playfulness, ESPRIT puts forward a confident and current aesthetic worldaround its “rules don’t apply” brand promise. This world aims to attract the existing brand fans nostalgic for the brand as well as the young generation of consumers who are wearing the ESPRIT-pioneered styles without even knowing it. ESPRIT’s brand direction comes to life through mischievous communication, aspirational visual language, cutting-edge retail experience and the new and differentiating product direction that mixes urban and country styles, dressiness and informality and is designed for all genders. Building upon being playful, modern, and cool as the three core brand pillars, ESPRIT is reinventing itself as the ultimate icon for the post-icon age.

With a commitment to being the pioneer of a hyper-personalized consumer experience, ESPRIT opened a global network of innovation headquarters. Design and creative is led out of New York as the brand’s Global Creative hub. Amsterdam supports the network with its focus on technology and denim innovation, while Hong Kong remains as the global administrative headquarters. ESPRIT has presence in more than 30 markets around the world and has been listed on the Hong Kong Stock Exchange since 1993.

Esprit – Feel good, look good. Every day. For more information, please visit [www.esprit.com](http://www.esprit.com)

Digital image and press material is available for download  
free of charge: [www.beautypress.de](http://www.beautypress.de).

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