

# ESPRIT

**JUST by ESPRIT -The new Trilogy – Just the way you are. Every day.**

**JUST by ESPRIT** is a modern fragrance trilogy for everyone who seeks something special in the everyday. Inspired by contemporary scent trends and emotional moments, this collection unites three distinct olfactory worlds – individual, expressive, yet always approachable.

Whether floral, clean, or fruity – **JUST** captures the feeling of being truly yourself. For your mood. For your moment. For you.

**THE FRAGRANCE - JUST CHERRIES. JUST COTTON. JUST BLOOM.**

**JUST CHERRIES – So juicy. So you.**

**Cheeky, playful, right on trend:** JUST CHERRIES is the fragrance that breaks the mold – full of energy, sweetness, and a touch of boldness. Juicy cherry meets the spicy kick of ginger and pink pepper. In the heart, a lively bouquet of rose, jasmine, raspberry, and pineapple unfolds – unexpected, fruity, floral.

The base of tonka bean, musk, and amber adds depth and warmth – a scent that stands out without being loud.

A true statement – **juicy, confident, you.**

**Fragrance family: floral, fruity**

Top notes: cherry, ginger, lemon, pink pepper

Heart notes: rose, jasmine, pineapple,  
raspberry

Base notes: musk, tonka, amber, vetiver



## **JUST COTTON – Feels like fresh laundry.**

Delicate, pure, clear: JUST COTTON is your “clean girl” moment in fragrance form. Gentle and soft, like freshly washed linen against bare skin. Aldehydes, elemi, and pink pepper open this scent with lightness and freshness. At its heart, white blossoms and mimosa create a tender, airy touch. The base of musk, amber, and cashmere wood settles like a soft veil on the skin.

The perfect fragrance for those who radiate calm – and find strength within it.

**Fragrance family: musky, aldehydic**

Top notes: Elemi, aldehyde note, pink pepper

Heart notes: Mimosa, white flowers

Base notes: Musk, amber, cashmere wood



## **JUST BLOOM – Floral. Soft. Confident.**

Like a stroll through a sea of blossoms – a fragrance that celebrates your feminine side. JUST BLOOM opens with the freshness of bergamot and the juicy notes of blackcurrant. At its heart, it blossoms fully: rose, lilac, and orange blossom merge into a radiant bouquet. The base of amber, vanilla, and patchouli adds a warm depth that lingers.

A fragrance for confident days and quiet power.

**Fragrance family: Floriental**

Top notes: Bergamot, blackcurrant

Heart notes: Rose, lilac, orange blossom

Base notes: Amber, vanilla, patchouli



## THE BOTTLE

The flacon of the **JUST by ESPRIT** collection combines functional design with modern style awareness – a true statement of clean lines and refined minimalism. Rectangular, ultra-slim, and topped with a matching geometric cap, it fits lightly and precisely in the hand. More than just stylish, it's thoughtfully designed: its flat format makes it the perfect on-the-go companion – ideal for any handbag, without compromising on presence.

A standout detail: the subtle rectangular debossing on the front of the bottle – a design element that emphasizes its minimalist character while reinforcing brand recognition. The white base color adds a clean, modern, and premium feel – a contemporary evolution of the familiar ESPRIT fragrance world, setting a new standard in design.

Each fragrance expresses its own identity through a distinct color accent: a rich cherry red for **JUST CHERRIES**, a soft powdery rosé for **JUST COTTON**, and a vibrant blossom pink for **JUST BLOOM**. The result is a unified design that celebrates individuality – modern, feminine, and perfectly attuned to today's fragrance lover.

A look that feels familiar – and yet refreshingly new.

**JUST by ESPRIT – Three scents. Three vibes. All you.**



## THE RANGE

ESPRIT JUST CHERRIES for her Eau de Parfum, 20 ml für 15,95 €\*

ESPRIT JUST COTTON for her Eau de Parfum, 20 ml für 15,95 €\*

ESPRIT JUST BLOOM for her Eau de Parfum, 20 ml für 15,95 €\*

*\* recommended retail price*

**The new ESPRIT Trilogy fragrances will be available in stores from August 2025.**

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.

Digital image and text materials are available for download  
free of charge at [www.beautypress.de](http://www.beautypress.de)

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