



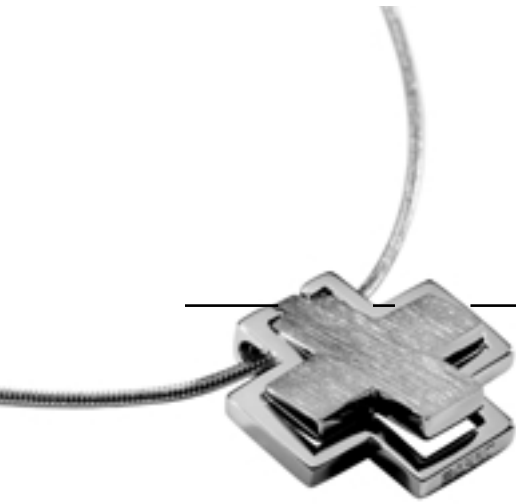
- ▶ **Distribution in 26 countries around the world**
- ▶ **New gold collection**
- ▶ **Purism with a modernist twist**

Esprit Jewel remains a strong partner in innovative & fashion jewellery. Consumers around the world anticipate each new collection with curiosity - knowing that Esprit Jewel always comes up with the latest in trend and design.

The basic line continues to be the core of this collection, fascinating through absolute purism with a modernist twist. An expressive variety of

rings, earrings, necklaces and bracelets contribute to the further success of the entire collection.

The fashion & friends lines lead in setting trends - combinations of fixed and movable parts, crisp color accents, abstract geometric shapes, "his and hers" pieces, and special messages are several of the design topics that dominated the spring summer and fall winter collections.



Esprit Jewel goes for gold: As gold jewellery celebrates its comeback in the fashion scene, Esprit Jewel developed a gold line featuring designs adapted from the top bestsellers of the silver collection. Introduced in selected countries, the Esprit Jewel gold collection will provide an additional sales volume.

Esprit Jewel is today distributed in 26 countries around the world, achieving record breaking sales. Goals for 2001 are even higher - launches are planned in several new countries, the collections will be designed to reach an even wider variety of tastes and the point-of-sale materials will continue to be developed to ensure the most profitable in store presentation.



pierre cardin

- ▶ **Increased sales and distribution in 2000**
- ▶ **Creative innovation**
- ▶ **Designs expressing taste**



Pierre Cardin is the most famous designer of all time with the widest recognition of his person as well as his name as a guarantor for fine quality products.

In line with this is the latest Pierre Cardin jewellery collection. All new designs and innovative creations like the ring Jeu de Cardin, which is a patented technique, have conquered the audiences everywhere. This ring is unique in its versatility made of two pieces it changes from a slim to a wide band, giving its wearer a choice of two rings. The collection makes use of a variety of materials. High quality 925 sterling silver is combined with corals, pearls, quartz, cubic circonia stones and other semi-precious stones. Designed with the French background in mind these silver pieces instantly attracted wide attention and resulted in increased sales and distribution in 2000. In 2001, the ladies silver collection will present impressive models, manufactured with new ideas and techniques. A special touch is given by new and unique finishes, which will set the Pierre Cardin collection apart from other silver jewellery lines.



In addition to the silver collection, Pierre Cardin ventures into the gold market for the first time. Papillon de Cardin is a self-contained concept within the Pierre Cardin gold jewellery collection. A butterfly theme produced with the iridor technique, this line will serve to launch the gold collection.

Another first in 2001 will be a gent's line. Also in 925 sterling silver this collection will consist of tie bars and tie pins, cuff links, rings and earrings for

the modern men of the new Millennium.

The development of new point-of-sale materials has increased sales considerably and distribution will be further expanded into new countries in 2001.

Pierre Cardin Jewel - Creative Innovation

