



JOOP!

THE FACES OF TIME, THE SHIMMER OF STONES, THE VIBRATIONS OF COLOR: **EDGE**

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In today's fashion market, brands come and go faster than some trends. All the more remarkable is the staying power of a designer label that started out as the "new kid on the block" in the late 1980s.

Today, Joop! is one of the leading designer brands in the upmarket segment, cultivating a style that intrigues with the subtle harmony between contradictory elements and a breezy, fascinating ease.

The Joop! watch and jewelry collections are important tent poles in EganaGoldpfeil's portfolio, successfully covering the premium fashion segment. Both collections regularly redefine their respective product category rules through innovative expressions and visionary executions: stark contrasts and delicate harmony, tender elegance and bold shapes, eye-catching colors and sensual details.





Both Joop! watches and jewelry outperformed their own plans as well as the markets in the business year 2005/2006. The collections were very well received, and the multi-dimensional distribution – a strategy that in addition to the specialist retailers aims at fashion and lifestyle stores as well – saw selective expansions in line with the up-market image of the brand.

In the new business years, Joop! will reach its ambitious targets through innovative collections that add the “excitement factor” to a range of well-established bestsellers that continue to excel through their iconic status.





THE MODERN CLASSIC, THE CROWD PLEASER, THE MARKET MAKER: FASHION

There is no business like the fashion business – and there is no brand like Esprit.

In fashion, one either is “new and happening” and has to fulfill the irrational expectations arising from this status, or one is a modern classic, a labeling that brings challenges of its own but is still preferable. Esprit continues to excel as a brand powerhouse that has achieved a tremendous market penetration and all the benefits of coming of age: A brand-awareness unmatched by any other in its market segment and an astonishing level of built-in sympathy. And this is valid for the fashion as well as for the timewear and jewel brands.

Both the timewear and the jewel collections have become market leaders in all key countries and continue to exceed expectations each time a new territory is conquered.





In the business year 2005/2006, Esprit timewear + jewel successfully continued a dual strategy, and both managed to expand: Established markets in Central Europe and Asia achieved growth through a refinement of introduction cycles and the careful addition of special lines tailored to the needs of the respective territories. In addition to this organic expansion in mature markets, both brands re-launched in important territories like Spain and Scandinavia with exciting first results.

In the new business year, both Esprit timewear + jewel will intensify this two-pronged initiative of developing key markets through individual product and marketing impulses while pushing into new markets in Eastern Europe, the Middle East and Asia. Esprit jewel is readying a collection of gold-plated and higher-priced jewelry under the new “Esprit couture” signet – this foray of the brand into the affordable luxury segment will start in major Esprit-minded countries like Germany, the Netherlands and Belgium as well as selected markets in Asia.

