

## Interview with Thomas Grote



### *Introducing Thomas Grote as New President of ESPRIT Brand*

*At Esprit we believe that strong management makes for strong results. As well as attracting new talent, we encourage our existing staff-members to take on new responsibilities and to develop and internalize their potential within our company. It is precisely this spirit that we appointed former COO, Thomas Grote, as new President of ESPRIT Brand. We are very pleased with our decision and have asked Thomas to provide you with an insight into some of his points of view and future prospects.*

**Thomas Grote on being appointed as President of ESPRIT Brand:**

What a great honor! Again I would like to thank management for their decision and for their trust. Having grown long accustomed to Esprit's distinguished way of doing business, I have confidence in my ability to bring new ideas and fresh concepts to the table. But more rewarding than being given this great opportunity is that, I have a strong and very talented management team standing behind me. With our operations expanding at a rapid rate there is no better strategy for success than the discourse between focused minds all working towards a common goal.

**Thomas Grote on product development:**

There are several established truths in this business and one of the less comfortable truths is that ultimately only your product will determine your success! Therefore I cannot stress enough how important product improvement is. We will continue to work meticulously to enhance our product assortments and to accommodate new trends into our product lines. Our 12-collection a year strategy enables us to respond to new market trend in a speedy manner. Our responsiveness to new fashion development is almost instant. Complemented by our high quality products at reasonable price, I am certain that our products will continue to prevail over those of our competitors'.

**Thomas Grote on future growth prospects:**

Esprit has only begun to make use of its global potential. I believe that we have an almost unlimited scope for organic growth. We will advance further into North America and work hard to recapture the market of Esprit's country of birth. The regions of existing market share will be strengthened and those regions with an emerging Esprit market will not withstand the full emersion into our brand's growing demographics. Our goal is simple: a strong and truly global presence supported by all those elements that make our international lifestyle brand so immensely popular and successful.