



APPENING. HAPPINESS.

"I feel pretty, Oh, so pretty, I feel pretty and witty and bright!" Stephen Sondheim, West Side Story

The Evolution of a Success. The Decade of a Lifetime.

Substantial growth in Asia, in the Middle East and in European key markets – this development does not outline the evolution of a recently launched brand but rather the incredible expansion of a label that, simply put, refuses to mature. Esprit timewear celebrated its 10th birthday in style by growing faster than ever since its launch years.

It takes a mega-brand to achieve this stable long-term development for a licensed product, and the fashion powerhouse Esprit is definitely delivering everything the legendary name promises. But it also takes a careful brand management that draws from the resources of the umbrella brand as much as it succeeds in shaping a clear and unique profile that can live up to the expectations on its own.

The main seasonal collections and a yearly line of kids' watches continue to feature a blend of innovative styles and strong bestsellers, while specials as well as limited collections exploit the latest trends and event-oriented opportunities. Mega-sellers are being updated constantly, new colors and executions are the foundation of individual "bestseller" marketing concepts that are targeted to regional or even local markets.

The International Distributor Meeting in October 2004 was a welcome opportunity for worldwide partners to exchange valuable information, ideas and market-feedback. This successful get-together – at least in part also an important effort to synchronize year-long distributors and the "newcomers" – will be followed up by distributor meetings in the fall of 2005 in Vienna and Beijing.

Following the ever faster introduction cycles of fashion, Esprit timewear intends to provide even more often new reasons for its worldwide fan base to shop for their timekeeper of choice. Keeping in mind the strategic necessities of the watch market and its mechanisms, this will allow for more flexibility and shorter response times to the needs of the target groups.

While Esprit timewear has shown over time strengths even in markets that do not yet know Esprit as a textile fashion brand – in India, Esprit timewear is today the clear #1 in the segment of fashion watches –, it is clear that the watch needs to follow Esprit into important key markets (especially in Europe) in order to succeed.

France, having delivered some very promising results in the last business year, proves this point. The market that is virtually a synonym for fashion and lifestyle embraces Esprit timewear after Esprit as a fashion brand has stepped up its efforts there – this pattern should also help in the quest for the complex United Kingdom market as well as in the one for Southern European power-territories that are yet virtually untapped Esprit-wise.

Esprit timewear has really shaped its decade in the watch market, and it will continue to do so by feeling fresh and exciting and sometimes even wild. It will conquer markets it does not own yet, it will continue to fine-tune its international strategy and local market adaptations of it, and it will in general continue to grow by doing what it does best: Making consumers happy.

The vibes of
The benefits of innovative
The Success.



today's fashion trends.

brand management.

ESPRIT
timewear

pierre cardin

FANCY.
FRENCH.F



FORMIDABLE.
ANTASTIC.

“Beauty is composed of an eternal, invariable element whose quantity is extremely difficult to determine, and a relative element which might be, either by turns or all at once, period, fashion, moral, passion.”
Jean-Luc Godard, film director

The Worldwide Brand The Timekeeper of Fashion.

Brand awareness on an international scale is a major milestone in the development of a brand – and this milestone has been passed decades ago by the ubiquitous Pierre Cardin label. That it at one point has been even too ubiquitous has not hurt the overall appeal of a name that still very much evokes associations of haute couture and *savoir vivre*.

Since acquiring ownership of the watch and jewelry licenses, the Group managed to successfully relaunch and consolidate two businesses that still have a lot of potential and are being successful in many international key markets and some smaller ones that are just beginning to satisfy their appetite for affordable luxury and a touch of *je ne sais quoi*.

The 2004/2005 business year saw a further extension of the already impressive distribution network, bringing the total to 60 countries in

which Pierre Cardin watches continue to thrive. Key markets for the brand in Europe include Germany, Spain, Turkey, Russia and Croatia, while in the Middle East Saudi Arabia, the UAE, Qatar, Kuwait and Iran stand out as Pierre-Cardin-minded territories. In Asia and “down under”, some markets posted especially strong sales figures, most notably Japan, Indonesia, the Philippines, India, and last but not least Australia herself.

Pierre Cardin watches are still perceived as an accessory for the cosmopolites, symbolizing a lifestyle focusing on traveling, success, and achievements. Outstanding increases in the duty-free business and especially strong in-flight figures further prove the point of Pierre Cardin being one of the most international brands.

Parlez-vous Pierre Cardin?

THE AMBIANCE OF
THE AFFORDABILITY
OF LUXURIOUS
THE SAVOIR VIVRE.



HAUTE COUTURE.

EMOTIONS. **pierre cardin**