



ESPRIT

Myntra wins master distribution rights for Esprit in India

Aims to curate 15 stores over the next 5 years

Bengaluru, September 28, 2017: Myntra, India's largest platform for fashion and lifestyle has been granted the master distribution and management rights for famed international casual fashion brand – Esprit. This association makes Myntra the first e-commerce player globally, to manage the omnichannel strategy for a brand. Myntra plans to curate and facilitate 15 Esprit stores in the country in association with its group companies and select retail partners, over the next 5 years, while also help list the brand exclusively on Myntra and Jabong platforms.

Myntra's association with Esprit began in November 2016, when the first collection was launched online on Myntra. Founded in California in 1968, it is renowned for its effortless style, laid-back tailoring and attention to quality, Esprit has performed extremely well on Myntra's platform.

Myntra has emerged as the preferred destination for fashion and lifestyle among shoppers in the country, owing to its reach and ability to offer the widest and trendiest in the world of fashion. This has led to over 50 international brands associating with Myntra. This partnership will enable Myntra to leverage its data driven insights to establish and strengthen Esprit's omnichannel presence in the country.

Speaking on the occasion, Ananth Narayanan, CEO, Myntra & Jabong, "We are very excited to partner with Esprit to help them establish and strengthen their presence in India. The brand has been growing consistently on our platform and I am confident that our understanding of the fashion landscape, technology prowess and reach will enable us to build a robust omnichannel strategy for Esprit in the country."

Mr. Jose Manuel Martínez, Group Chief Executive Officer of Esprit, "This partnership with Myntra shows our commitment to re-enter the Indian market in an innovative and ambitious manner. It is also a vital step to expand our business in high potential countries as planned."

Mr. Guillaume They, General Manager Asia Pacific of Esprit, "Esprit is delighted to extend this partnership, complementing our traditional B&M retailing. Our valued customers can now try and feel our products in-store and enjoy an impressive omnichannel experience.

We have never forgotten our loyal Indian Esprit fans who have shopped in our stores before, so we are very excited to be in touch with them again with a revitalized new image and with our all time quality products. We are confident that our strengthened partnership with Myntra & Jabong will bear fruit, enabling Esprit to complete a brilliant return to India."



ESPRIT

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

About Esprit:

Founded in 1968, Esprit is an international fashion brand that pays homage to its roots and expresses a relaxed, sunny Californian attitude towards life. Esprit creates inspiring collections for women, men and kids made from high-quality materials paying great attention to detail. All of Esprit's products demonstrate the Group's commitment to make consumers "feel good to look good". The company's "esprit de corps" reflects a positive and caring attitude towards life that embraces community, family and friends - in that casual, laid-back Californian style. The Esprit style.

Esprit's collections are available in over 40 countries worldwide, in around 660 directly managed retail stores and through over 6,000 wholesale points of sales including franchise stores and sale spaces in department stores. The Group markets its products under two brands, namely the Esprit brand and the edc brand. Listed on the Hong Kong Stock Exchange since 1993, Esprit has headquarters in Germany and Hong Kong.

For further details, please contact

Torque Communications:

Richa S Sheth | 9986241443 | richa@torquemail.com