

Name: edc by Esprit.

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Origin: USA.

Boss: Susie and Doug Tompkins.

Latest collection: 2008 s/s

Price: affordable / not expensive as LV, Gucci etc.

Style: - materials: cotton

- colour: basic colours.

- style: stylish, casual and simple, smart.

History: 1968 Susie and Doug Tompkins started selling Esprit clothes out of the back of their station wagon in San Francisco

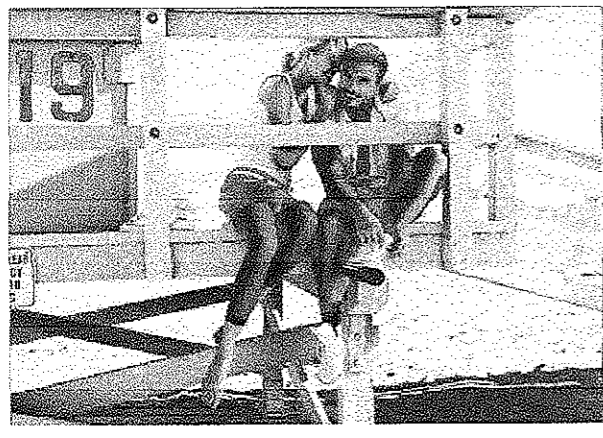
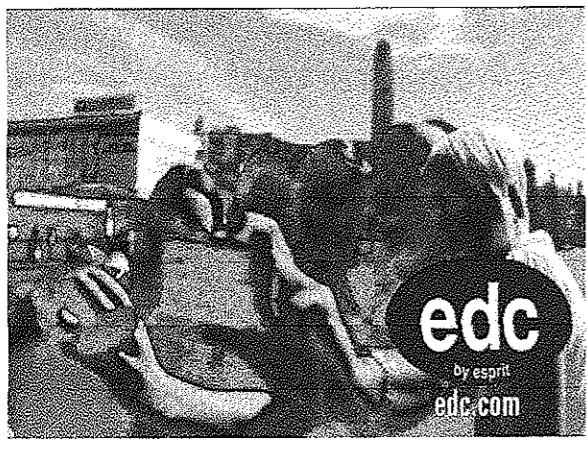
1971 The company incorporated under name of Esprit de Corp and seven product lines were created.

1992 "What would you do to change the world" campaign became worldwide well known and famous

1996 Esprit was represented in 44 countries worldwide and ranked 28th in the 100 most recognized brand in the states

2008 In 2008 Esprit celebrates its birthday with a number of activities across all divisions and license partners.

Philosophy: quality first.



Is the trend of the latest fashion important to you? No doubt, it is the best to wear the hottest ~~items~~ and lead the fashion. However, I think the clothing which is able to show someone's personality and style is more essential. My favourite fashion brand is led by Esprit - a young line in the brand of Esprit, which comes from USA. From this, we know that its designs are suitable for teenagers and the price should be not too expensive and luxury - that means it is affordable for them and their parents. Moreover, they have a considered philosophy for customers -

? adv.
"Quality first". For other brands, they may focus on their designs first in stead of the materials. Most of the clothes of adv. are made of cotton, which is the most comfortable adv. material in clothes. Furthermore, their designs are simple and casual adv. yet they are stylish and make youngsters look smarter and energetic. Most important, it shows the personalities of teens, such as sporty, and independent. In 1968, this brand was started by Julie and Ray in San Francisco, USA. In 1992, a campaign called "what would you do to change the world" became worldwide, well-known and famous. On the other hand, it has branches that reached to 44 countries worldwide nowadays. We can

See that this brand is popular for people in different countries. Since it is ^(T. or now.) the 50th anniversary,

it holds different celebrations with a number of activities across all divisions and license.

edc does not just cares about their clothing, but also teenagers. They co-operated with the music TV programme, MTV ^{T.} and launched a function

called "MTV EMA MUNICH 07" last year. It was a competition for teens showing their talents and strengths.

In conclusion, edc by Esprit is a brand that cares about ^{of their} customers' different aspects. I recommend this

brand to my friends due to (it is affordable and stylish.)

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(215 words)