

# Esprit Holdings Ltd in Apparel (World)

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## Abstracts

Esprit has taken significant measures to overhaul its operations, distribution and branding through a high-cost transformation plan. However, with a focus on fragile Western Europe and intensely competitive China, the path to recovery will not be easy. Deeming its difficult situation a “perfect storm”, the company is placing considerable emphasis on its new vertically integrated model and focus on re-establishing a value for money image to reverse its fortunes.

Euromonitor International’s Esprit Holdings Ltd in Apparel (World) Company Profile offers detailed strategic analysis of the company’s business, examining its performance in the Apparel industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Clothing, Footwear, Sportswear.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

Introduction  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Geographic and Category Opportunities  
Geographic and Category Opportunities  
Brand Strategy  
Channel Opportunities  
Operations  
Recommendations

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