

The logo for 'edc by esprit' is centered in the upper half of the page. It features the lowercase letters 'edc' in a bold, white, sans-serif font, set within a red oval. Below 'edc', the words 'by esprit' are written in a smaller, white, lowercase sans-serif font. The background of the entire page is a light beige color, decorated with a pattern of overlapping, semi-transparent squares in various shades of orange and yellow, creating a textured, geometric effect.

edc

by esprit

The Concept of Speed.

“edc” is the young and trendy line of clothing within the world of Esprit fashion – and following the sharply increased marketing efforts for this sub-brand, a new conceptual collection of competitively priced costume jewelry for girls and young women has been successfully tested and is currently being institutionalized. The “edc” collection of jewelry accessories consists of 30 styles being renewed every 8 weeks, mirroring the latest trends and

the cycles and design directions of the “edc” textile line. In order to preserve the integrity of the Esprit jewel brand, “edc” is clearly distinguished from it and is being presented only in trend-oriented retail environments. After the test phase, a sensible expansion of this colorful and exciting accessory line is planned.

Groovy.
Trendy.

CARRERA STEEL



The New Target Group.

When it comes to jewelry, men are all but uncharted territory. What is needed to even start thinking of succeeding in this area is a brand that is absolutely accepted as masculine, a new approach to design and material, and the marketing know-how of industry experts. Carrera steel is not only an example of how to do it but also a symbol of a freely flowing and intelligently tapped group synergy. Launched in 2004 on the Basel fair, the trendy line quickly sold out in its first markets, Germany, Italy, the Netherlands and Turkey. Carrera steel clearly

succeeds in connecting with a target group that is as difficult in its taste and behavior as it is potentially rewarding when treated right. And Carrera steel, drawing from the experience of the watch brand as much as from the Group's jewelry know-how and its distribution network, scored a perfect "strike". The collection will be further extended and qualified expansion into new markets is in the pipeline as well.

Fancy.
Mighty.

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." *Coco Chanel, designer*

The United States of America. The Unique American Brands of EganaGoldpfeil.

The Group has sensibly identified its most promising brands and segments for this complex and challenging market and is pursuing a gradual strategy of qualified initiatives and organic growth – a more considerate approach founded in the belief that such an enormous and diversified territory deserves a respectful and opportunity-driven business style.

Jackie G. – Simply Stylish: A perfect collection for consumers who want up-to-date designs. This expressive range of fine diamond jewelry by award winning designer Jacquelin Samuels was recently launched and will soon be available at high-end retailers in North America and the Caribbean. Its innovative and playfully fashion-minded positioning has earned it instant affection and an almost assured future success.

Jacquelin – Classic yet sometimes surprising: The signature line of Jacquelin Samuels who is known for classic, yet most of the times still unexpectedly forward designs – and the Tango collection is no exception. These simply beautiful contemporary earrings are handcrafted in 18-ct. white or yellow gold by the most experienced artisans. The distribution of this exclusive concept is naturally limited to only high-end retail environments in North America.

Kazto – Everyday Elegance: Kazto is a name synonymous with feminine,

diamond- and sapphire-studded designs. The subtle beauty of these delicate creations makes Kazto the perfect accessory for any occasion, available either in 18-ct. gold or platinum. Kazto continues to be a major player in the diamond fashion market with the introduction of timeless and yet imaginative styles.

The Mini's by jackie g. – Express Yourself! The Mini's collection is a modern and fancy re-interpretation of diamond jewelry. Mini's are perfect for consumers who want designer pieces that are fun, stylish and affordable. Positioned as a more democratic designer brand that has broad consumer appeal and thus aiming for a suitably wider distribution network, the Mini's promise maximum results.

True™ – A lifetime of love™: True is a uniquely designed bridal collection tailored in 18-ct. gold and platinum. True features as a signature style an interlocking engagement ring and wedding band that symbolizes the lifetime union of love. With perfectly blending comfort, distinctive looks and superior craftsmanship, True is perfect for today's discerning bride and available only at truly high-end retailers throughout North America.

The acquisition of the high-end manufacture Abel & Zimmermann with an albeit limited but healthy presence in the market has helped in making additional steps, especially after initiating intelligent partnerships with our American brands.

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STATE-OF-THE-ART.
ST



-MIND.

ATELY.

Jacques



K A Z T O

"Fashions fade, style is eternal." *Yves-Saint Laurent, designer*

The Nature of Beauty. The Natural Choice.

“Living dreams ...” is the claim of the latest communication campaign presented by Yamato in February, 2005. While pearls are part of an eternal dream about perfect beauty and nature’s gifts, the pearl business really is – due to its focus on basically one product and the ever-faster changes in fashion – still a quite seasonal one.

Yamato thus did not achieve any growth in the past business year – but the restructuring of the sales organization and an overhaul of the collection means that the groundwork for future growth has been laid. The complex challenge of further promoting its core brand value – pearls – while creating designs and styles that do not completely rely upon them, is proving tough but potentially rewarding if mastered well.

The “Living dreams ...” campaign is not only about advertising but rather deals with a new concept of pearl jewelry that is modern, young and makes the traditional product more accessible to younger generations. Immediate sales increases following the introduction of the new concept prove that Yamato is making steps into the right direction.

Additional staff at the Group’s Competence Center – specially trained on the subject of pearls – is now providing an improved service experience to Yamato’s clients, who have responded very well to this proof of commitment and care.

The new and more fashion-minded styles – e.g. ready-made pearl necklaces with precious colored stones – are a direct answer to the market requirements and have been very well received, a substantial sales plus was experienced at the Group’s fair in June, 2005. Building on this new momentum, Yamato will further expand its product range (rings, earrings, pendants, bracelets) and will continue to focus on design and marketing in order to maintain the new growth energy.

THE GLOW.
THE DEPTH. THE



THE ORGANIC. FASCINATION.

Yamato
PEARLS

"Pearls mean tears." Doris Lessing, author