

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



**UNAUDITED FY10I11 FIRST QUARTER UPDATE
FOR THE THREE MONTHS ENDED
30 SEPTEMBER 2010**

FIRST QUARTER UPDATE

The Company is pleased to present the unaudited FY10I11 first quarter update of the Company and its subsidiaries for the three months ended 30 September 2010. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Turnover by Regions

REGIONS	Three months ended 30 September 2010		Three months ended 30 September 2009		Change in %		Retail comp store sales growth %
	HK\$ million	% to Group Turnover	HK\$ million	% to Group Turnover	HK\$	Local currency	
Europe	6,898	81.1%	8,065	86.1%	-14.5%	-6.4%	0.1%
Asia Pacific	1,349	15.8%	1,050	11.2%	28.5%	26.2%	0.8%
North America and Others	262	3.1%	250	2.7%	4.8%	1.6%	-6.7%
TOTAL	8,509	100.0%	9,365	100.0%	-9.1%	-2.6%	-0.1%

Turnover by Key Distribution Channels

KEY DISTRIBUTION CHANNELS	Three months ended 30 September 2010		Three months ended 30 September 2009		Change in %	
	HK\$ million	% to Group	HK\$ million	% to Group	HK\$	Local
		Turnover		Turnover		currency
RETAIL[#]	4,296	50.5%	4,113	43.9%	4.4%	10.8%
Europe	3,182	37.4%	3,388	36.2%	-6.1%	2.8%
Asia Pacific	933	11.0%	557	5.9%	67.5%	61.3%
North America	181	2.1%	168	1.8%	7.7%	4.6%
WHOLESALE	4,161	48.9%	5,178	55.3%	-19.6%	-12.8%
Europe	3,711	43.6%	4,653	49.7%	-20.3%	-12.8%
Asia Pacific	404	4.8%	483	5.2%	-16.3%	-14.4%
North America and Others	46	0.5%	42	0.4%	10.2%	4.3%
LICENSING AND OTHERS	52	0.6%	74	0.8%	-29.6%	-28.7%
TOTAL	8,509	100.0%	9,365	100.0%	-9.1%	-2.6%

[#] Retail sales includes sales from e-shop in countries where available

Turnover by Product Divisions

PRODUCT DIVISIONS	Three months ended 30 September 2010		Three months ended 30 September 2009		Change in %	
	HK\$ million	% to Group	HK\$ million	% to Group	HK\$	Local
		Turnover		Turnover		currency
casual	3,934	46.2%	4,498	48.0%	-12.6%	-6.6%
edc	2,068	24.3%	2,152	23.0%	-3.9%	3.7%
collection	888	10.5%	870	9.3%	2.0%	8.9%
others*	1,619	19.0%	1,845	19.7%	-12.2%	-5.5%
TOTAL	8,509	100.0%	9,365	100.0%	-9.1%	-2.6%

* others include accessories, kids, shoes, bodywear, sports, de. corp, red earth, salon, licensing income & licensed products like timewear, eyewear, jewellery, bed & bath, houseware, etc.

Key Distribution Channels by Regions

As at 30 September 2010

REGIONS	WHOLESALE (controlled space only)												RETAIL				
	Franchise stores				Shop-in-stores				Identity Corners				Directly Managed Stores				Comp Stores**
	No. of stores	Sales area sqm	Net opened stores*	Net change in sales area*	No. of stores	Sales area sqm	Net opened stores*	Net change in sales area*	No. of stores	Sales area sqm	Net opened stores*	Net change in sales area*	No. of stores	Sales area sqm	Net opened stores*	Net change in sales area*	No. of stores
ESPRIT (excl Red Earth and Salon)																	
Europe	1,161	323,101	13	2.4%	4,960	203,812	5	-0.1%	4,920	111,028	(92)	-2.0%	417	243,650	(2)	0.1%	295
Asia Pacific (excl China)	181	34,679	2	-0.1%	253	9,746	2	-0.2%	3	60	-	-	338	63,200	4	-0.4%	231
China	670	82,327	27	1.9%	-	-	-	-	-	-	-	-	296	49,956	8	3.2%	138
North America	-	-	-	-	-	-	-	-	-	-	-	-	86	31,766	4	4.0%	66
TOTAL	2,012	440,107	42	2.1%	5,213	213,558	7	-0.1%	4,923	111,088	(92)	-2.0%	1,137	388,572	14	0.7%	730

* Net change from 30 June 2010

** All e-shops within Europe are shown as 1 comparable store in Europe and the e-shop in U.S. is shown as 1 comparable store in North America

On behalf of the Board
ESPRIT HOLDINGS LIMITED
Bella CHHOA Peck Lim
Company Secretary

Hong Kong, 28 October 2010

As at the date of this announcement, the Board comprises (i) Mr Ronald van der Vis (Group Chief Executive Officer) and Mr Chew Fook Aun (Group Chief Financial Officer) as Executive Directors; (ii) Mr Heinz Jürgen Krogner-Kornalik (Non-executive Chairman) and Mr Jürgen Alfred Rudolf Friedrich as Non-executive Directors; and (iii) Mr Paul Cheng Ming Fun (Deputy Chairman), Mr Alexander Reid Hamilton, Dr Hans-Joachim Körber, Mr Raymond Or Ching Fai and Mr Francesco Trapani as Independent Non-executive Directors.