



PROUDLY DESIGNED & MADE IN BARCELONA



ABOUT US

ES Collection was founded in 2006 in Barcelona, dedicating itself to the design, manufacturing and sale of men's swimwear. Months after first opening, and on the back of the success achieved in Spain, the expansion began into other countries and regions, such as the rest of Europe (the United Kingdom, Italy, France, Germany and Denmark to name a few), as well as the United States, Japan, Russia, Canada and Mexico. Currently, the Catalan company has 30 boutiques in some of the most important cities in the world and has a presence in more than 200 other points of sale spread throughout the globe.

Within its sector, it is a very innovative company, with a desire to differentiate itself from other male-oriented brands. ES Collection invented and patented the pack-up in its male swimwear, a foam cup which helps improve the aesthetics and gives an instant augmentation effect of the volume of the masculine attributes without leaving marks on the front of the garment. Not only did the company introduce this design to the marketplace which set it apart from other brands, but also then included zippers and the solar tattoo (also patented by ES Collection), a semi-transparent material

shape, incorporated into the design of the swimwear which allows the sun's rays to pass through the garment and leave fun shapes, in the form of tan lines on the skin.

Located in Barcelona, we love highlighting the fact that ES Collection manufactures almost all of its products in Spain, being one of the few brands that uses the almost extinct MADE IN SPAIN phrase on its labels. Following on from the success in sales of swimwear, the brand decided to expand into the design, production and sale of underwear and intimate apparel, sportswear, streetwear and accessories for men. All of these new items have been taken to in such a successful way that they are now permanent fixtures and are included and updated in all the new collections and designs every season. As it currently stands, the brand is not only a designer of swimwear, but has also amazingly converted itself into a lifestyle brand.



PHILOSOPHY

ES Collection's philosophy is abundantly clear, as is its target market. The company's intention is for the male market to feel identified with the brand and the lifestyle it presents. The design and the technology applied in each of its creations, brings about specific characteristics to those who wear the brand with the objective of making them feel wholly identified with the brand. Furthermore, ES Collection wants to give off a sense of identification and specific characteristics that other brands cannot demonstrate; for example, to feel good in one's own skin while living a healthy lifestyle. Such an attribute is highly important in this day and age, given that there are more and more men who wish to feel good about themselves. It must be taken into account that it is not only the external characteristics that are important, but also that personality and brand values are essential for people to believe in; being dressed in one brand or another transmits values and a very specific personality.

ES collection wishes to show a liberated man, without any taboos whatsoever, always attractive, smiling and occasionally mischievous! We believe that the male public is increasingly aware of the importance of

being at peace and happy with their bodies and this is what we wish to express.

The principles that govern ES Collection's promise in relation to Corporate Responsibility is our active effort in raising awareness in the conservation and protection of the natural environment and a profound social promise related to the labour market and the treatment of workers while developing and undertaking our practices. We are completely transparent in relation to our business practices. One of our main premises is to promote a healthy lifestyle as well as solidarity towards the underprivileged.

We work tirelessly to favour local economies, to promote artisan or hand-made manufacturing and to ensure quality in all our products. We work with regional workshops, creating employment in our local community, thus maximizing efficiency and minimizing distances.

We defend equality wholeheartedly and are fervently opposed to discrimination of any form, be it based on race, sexual orientation, culture or religion.



PRODUCTS

ES Collection dedicates itself to the production and sale of men's swimwear, underwear, accessories (sarongs, towels, footwear, bags) and has recently launched a streetwear line (jeans, jackets, shorts, belts). The company sets itself apart from other brands due to the high quality level of its products, its unprecedented design and innovation (zippers, solar tattoos, pack-up, back-up etc.) and above all, exclusivity; these are all essential facets for clients. The items are unmistakable in their design, vastly popular and well liked by a large proportion of the male market as they offer a high level of comfort, are lasting and make the wearer feel more attractive.

The brand differentiates itself from others by its great investment in Research and Development and studies undertaken in order to be able to produce new and innovative strategies in male clothing, in a way in which our designs are remarkably different in comparison to other internationally recognised brands. The items stand out above the rest, in their shapes, cuts and colours, and require that clients value them in quality and innovation. In addition, the brand is one of the few that guarantees a perfect fit for most body types, thanks to

the patterns used while the garments are in the design phase, as it is believed that it is of utmost importance that clients feel attractive in the garments they choose to wear, as well as feeling good about themselves.

There are various models of underwear and swimwear, such as the wonderslip, wonderboxer, wonderslim, wonderswim and so forth. All of these are common items found in all collections, however the design changes each season so that clients are offered a great variety of products and are able to enjoy the innovation with each new season.



CLIENTS

Es Collection is aimed at men who like to take care of their looks, dress well, and keep up to date with the latest trends; that is to say, all those who like to feel good about their body.

Up until a few years ago, only women could really take advantage of these kinds of practices, however times have changed and now there are just as many, if not more, men than women who also take pride in looking after their appearance. The male sector increasingly values the brand and is more faithful to it, which denotes a trend being defined and one that is growing.



ADDED VALUE

ES Collection differentiates itself from other swimwear or underwear brands because it is extremely innovative, it invests parts of its profit in Research and Development, it redefines new market strategies and can boast of wonderfully high-quality products amongst its range. What is more, clients specifically choose our products in order to differentiate from other brands, allowing themselves to be more daring.

In the workshops, different materials are studied and are worked on innovatively in order to obtain a higher degree of comfort, quality and attractiveness. It is for these reasons that the garments are preferred by clients, given that this difference from other brands and the attractiveness of the product are extremely important factors. Furthermore, the designers work to make the new models as varied as possible, so that the men can enjoy the exclusivity that so many clamour for.

However, if there is one aspect of the brand which sets it apart, it is the brand's publicity campaigns that have revolutionised the market on more than one occasion. With the main objective being to leave behind the monotony of current life, ES Collection has always dared to utilise sensual, and occasionally controversial images in which the fundamental idea is to project and emphasize the beauty of the male body which wears an ES Collection garment. Attention to detail to the millimetre regarding its images, creating a message with values that attracts and at the same time transmits certain sensations, are its main principles.



ES COLLECTION AT 080 BCN FASHION WEEK

After featuring in several international fashion shows, ES Collection has, for the first time in its history, been part of the select handful of companies that have shown their lines at the Barcelona Fashion Week. Therefore, on February 3rd we presented our autumn winter 2017-2018 swimwear, underwear and sportswear collections, receiving great feedback from both the national and international press.

On the catwalk, not only was our selection of innovative clothes on display, but also the quality and sophistication people have come to expect from a brand like ES Collection.

ES Collection en 080 Fashion Show // Tropik Glitch SS 2018



ES Collection en 080 Fashion Show // Tropik Glitch SS 2018





WOMAN

In Spring/Summer 2017 ES Collection launches its first women's swimwear collection, applying all the experience, quality and technology of ES Collection, in this case, to enhance the feminine beauty.

This first collection is composed of a basic line of bikinis where the fabrics and finishes mark the difference. All these characteristics make a very simple but, at the same time, a very sophisticated and elegant collection, designed for a woman who likes comfort, beauty and feels confident.



CORPORATE LINKS

www.escollection.es

Instagram: [@escollectionofficial](https://www.instagram.com/escollectionofficial)

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