

## KappAhl welcomes an updated and tailored fashion autumn

Details, drapings and clean cuts. KappAhl's autumn fashion for women not only offers well-tailored classics, but also modern and trendy musts for the ultimate autumn wardrobe.



**Les Miserables:** KappAhl looks back at the past with modern thinking when the French Revolution sets its mark on some of the autumn's garments. Fabrics such as heavy cotton are advantageously combined with finer fabrics for the right layering effect.

- The garments are lightly decorated with frills, drapes, plaits and emphasised shoulders. The colour scheme stretches from classic autumn shades of black, brown and beige to be accentuated by deep tones of plum and burgundy red, says Carina Ladow, Design- & Purchasing Manager at KappAhl Women.

The collection consists of knitted cardigans, dark denim, blouses, tunics and dresses. Prints of autumn flowers and faces inspired by Marie Antoinette and classic checks are styled together with plain colours and marked waists.



**Number One:** A classic collection with apparent influences of the preppy fashion and colours like blue, red, white, green and black. Denim pervades the whole collection and takes shape as both pants and skirts. Striped tops, checkered shirts, longer tunics and patterned cardigans may well be styled in layers together with rolled-up pants and sleeves.

**Casual Warrior:** This spring's khaki trend continues this autumn and at KappAhl we continue to interpret and elaborate on this easy-to-wear trend.

- We have been inspired by army- and motorcycle garments and add side pockets and detailed seams on cargopants and jeans, tells Carina Ladow.

Design focus has been on the shoulders that are both fierce and big on tops and jackets. Romantic blouses have been matched together with the tougher pant

and a tailored jacket with marked shoulders. Green, beige and black dominates this collection.



**New Classic:** Tailored garments that can easily be worn to any occasion and matched with almost anything. The garments are classic but with an updated twist. There are narrow pants with creases, longer tunics, tailored jackets and vests as well as simple and classic skirts – all with a trendier cut and timeless silhouette.

Black is the colour to dominate with pale turquoise and cowberry to accentuate. Later during the autumn the collection will have the addition of garments in classic tweed.

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***KappAhl** is a leading fashion chain with 350 stores and 4800 employees in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl sells good-value fashion to a wide range of consumers – women, men and children – with a particular focus on women in the 30 to 50 age group. All KappAhl garments are designed by its own fashion team. In 1999, KappAhl was the first fashion chain to receive environmental management standard certification. KappAhl's sales for the twelve-month period ending 31<sup>st</sup> August 2009 totalled approximately SEK 5 billion and its operating income amounted to SEK 525 million. KappAhl shares are quoted on Nasdaq OMX Stockholm. For more information please visit [www.kappahl.com](http://www.kappahl.com).*