



## **KappAhl Newbie – eco-cotton for our very youngest customers**

KappAhl Newbie is an updated collection for the very smallest members of the family, with neutrals and pastel shades in the softest of cottons for comfy baby clothes with that appealingly personal touch.

This autumn KappAhl is relaunching its Newbie collection, specially developed for the youngest members of the family.

“We’ve turned the spotlight fair and square on the very youngest and their special needs. The result is a collection that includes bodies in organic cotton, which are soft and smooth against babies’ skin,” explains Anna Bredberg, Manager for Design and Purchasing for Childrenswear at KappAhl. “In addition, we also have more detailed garments such as shorts, a knitted coverall, tiny tunics, trousers and a knitted cardigan – all in pretty pastels and neutral shades. During the autumn we will also be adding socks, sleep suits and soft toys to the collection.”

“We want to create baby clothes with that little extra, so we’ve worked hard with all the details and have chosen the very best of materials. Nothing has been left to chance and all the items in the collection have that personal touch,” Anna Bredberg explains.

The new Newbie collection will be available in KappAhl stores from week 37 (13 September onwards). Garments will be available in sizes from as small as 44 cm for premature babies and other tiny tots, up to size 68 cm.

**For further information and pictures, please contact:**

Anna Bredberg, Manager, Design & Purchasing, Childrenswear, tel. +46 (0)31-771 55 10, mobile +46 (0)704-71 55 10

Monika Kostovska, Fashion Press Manager, tel. +46 (0)31-771 55 56, mobile +46 (0)704-71 55 56

*For pictures, please visit our image bank: [www.kappahl.com/press](http://www.kappahl.com/press)*

---

**KappAhl** is a leading fashion chain with 350 stores and 4,800 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 the company's own fashion team. In 1999 KappAhl became the first fashion chain to be certified for its environmental management work. KappAhl's sales for the financial year 2008–2009 totalled approximately SEK 5 billion and operating income amounted to SEK 525 million. KappAhl shares are quoted on the Nasdaq OMX Stockholm stock exchange. For more information please visit [www.kappahl.com](http://www.kappahl.com)