



## **KappAhl launches WOXO 720° – where fashion meets function!**

Graphic patterns, bold colours, powder skirt, air vents and insulated polyfill padding. The new KappAhl collection of children's outerwear offers an unbeatable combination of function and fashion.

Woxo 720° are top quality outer garments designed for children 7–14 years of age. Woxo 720° jackets are as much at home on the ski slopes as they are in the schoolyard.

“These garments have been designed with care and precision to meet high demands in every respect from fit and ease of movement to their up-to-the-minute appearance. Clothes shouldn't only look good – they also need to be supple, comfortable to wear and tough enough to cope with all sorts of weather,” says Anna Bredberg, Manager for Design and Purchasing for Childrenswear at KappAhl.

KappAhl's designers have found their inspiration for these jackets on the ski slopes, more specifically in today's snowboard fashions.

“The entire collection is based on a uniform colour palette, with the same look for guys and girls in terms of both prints and the choice of models,” Anna Bredberg explains.

The collection includes snowboard jackets, windproof jackets and soft-shells. All feature a host of different functions such as powder skirts, chin guards, adjustable

cuffs, lift-pass pockets, thermal cuffs with thumb loops, a pocket for audio devices, air vents and easy-grip zipper pulls – to mention but a few.

“In addition to jackets, the collection will also include ski-pants, underwear, hats and mittens – all in the same graphic prints,” Ann Bredberg concludes.

These items will be available in KappAhl stores from week 37 (13 September onwards). Prices will be very attractive, bearing in mind the quality and design of these clothes. Sizes from 128–170 cm.

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

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**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).