

Pressrelease
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KappAhl



KappAhl launches a new trend collection for fashion-conscious girls

This autumn KappAhl will be launching a brand new range for girls, with fast-moving trends and limited editions to impress and inspire fashion-conscious 9 to 14-year olds.

“It’s a high-fashion collection that reflects the very latest trends and styles. The customers we are catering for know what they want and are quite happy to stand out in the crowd,” says Anna Bredberg, Manager for Design and Purchasing for Childrenswear at KappAhl.

Right now KappAhl designers are in full swing planning the first of the autumn’s trend collections. This will be available in the stores from week 34 (23 August onwards).

“In May we were out and about seeking inspiration from some of the hottest sources of fashion. We began to put together our ideas for the new collection as soon as we got back. The pace is pretty hectic when it comes to this particular range, as we’re eager to make sure that the clothes reflect the very latest in fashion,” Anna Bredberg explains.

In addition to their travels, the KappAhl designers have also sought inspiration in everything from popular films to homepages and street style.

The collection will be easy to spot in the stores, as it will be displayed in a specially designed area.

“We will be releasing four collections with between 8 and 10 items during the autumn,” Anna Bredberg says.

Garments will be available in sizes from 134/140–170/176 cm. They will be delivered in limited quantities to all KappAhl stores and the prices will be on a par with those for the rest of the girl’s range at KappAhl.

“These are limited editions – good quality garments with the very highest level of fashion. For the lucky girls who get hold of them, they offer the best of all worlds,” Anna Bredberg concludes.

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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.