

# KappAhl



PRESSRELEASE 23-11-2011

SPRING 2012 AT KAPPAHL WOMEN

## KAPPAHL WOMAN PRESENTS A COLOURFUL SPRING!

Strong colours, bohemian patterns and inspiration from nature provide an injection of energy for spring fashion!

Strong fruity shades such as cerise and mandarin in wide block stripes will usher in spring in KappAhl's fashion for women. This will be combined with neutrals and black and white, and a simple, graphic silhouette. The collection will also incorporate spots in its designs. Simple and playful are inspiration terms that sum up the theme.

"With this theme I would team a fine-knit sweater in a neutral colour with trousers in a strong shade, finished off with accessories that add sharp lines," says Carina Johansson, Design Manager at KappAhl. "The theme also incorporates straight cut dresses and tops in looser styles to soften the silhouette."

Spring will continue with the colourful theme "Peace and Love", conjuring up thoughts of bohemian romantic festival fashion. You will find pink and green denim to combine with loose-fitting blouses featuring gossamer flower designs in pastel shades. The tunic is an essential item for summer, ideally combined with a loose-knit cardigan. Denim is another central element and works perfectly alongside dusky pastels, coral and various shades of green. The look is topped off with a suede bag with long shoulder strap.

"We have been inspired by the simple and comfortable silhouettes of summer," continues Carina. "Garments that are perfect for both picnics and warm summer-evening parties. Mix patterns and colours as you wish!"

As a complement to the colour explosion of spring we have our subdued "Primal" theme. The focus is draped, loose garments with a beautiful fit.

"Here we have been inspired by nature," adds Carina. "The essential materials are linen and cotton and the vital colour for the theme is blue, in shades ranging from denim to pale turquoise. These are combined with natural tones, white and beige. Several pieces in the collection are embellished with indigo print and dip-dye designs. The surface of the garment is an important factor and we have worked with metallic knit sweaters and jackets and trousers of crumpled linen."

The silhouette should be loose and draped but feminine, such as a long skirt paired with a looser top, accessories in the form of long necklaces and a leather bag.

### For more information and images, please contact:

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KappAhl is a leading fashion chain with 380 stores and 4,900 employees in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl sells affordable fashion to a wide range of consumers – women, men and children – with a particular focus on women in the 30 to 50 age group with families. All KappAhl garments are designed by our own fashion team. In 1999, KappAhl was the first fashion chain in the world to receive environmental management standard certification. KappAhl's sales for the 2010/2011 financial year totalled close to SEK 5 billion and its operating income amounted to SEK 222 million. KappAhl is quoted on Nasdaq OMX Stockholm. For further information, please visit [www.kappahl.com](http://www.kappahl.com).