

KappAhl launches kay/day loungewear collection in more sustainable materials



Homely loungewear you can wear for popping out to the shops, style intact? It's about to roll out. October will see the launch of KappAhl's latest trend innovation – the kay/day loungewear collection in more sustainable materials.

“Loungewear and kay/day are based on a phenomenon more than a trend. Rest and relaxation, a mindfulness about the need to tune out, chill and make time for reflection in a fast-paced world. With kay/day, the emphasis is on soft and gentle materials and colours,” says Sophie Lilja Angin, Head of Design and Purchasing in the lingerie and homewear department.

16 October will see the launch of the KappAhl kay/day loungewear collection in more sustainable materials and organic shades. The 20 items in the launch include wraparound knit sweaters, trousers, lacey tops, coatigans and jumpsuits. The garments are timeless and stylish and designed to be worn year on year. The colours are warm and organic; mole brown and dusty pink offset by mustard yellow and black.

The entire collection is fashioned from more sustainable materials such as Ecovero, BCI cotton and recycled polyester.

The kay/day collection will be available from the stores and online from 16 October in sizes S–2XL and at prices starting from €17.99.

KappAhl

KappAhl Responsible Fashion – fashion that feels right.

KappAhl aims to take good care of your wardrobe, as well as the world around us. Responsible fashion focuses on you as the wearer, but also the entire chain from manufacturing to recycling. For us, all of this is interconnected. Our garments should be a pleasure to wear and soon become firm wardrobe favourites. But you should also feel good about wearing our garments, knowing that they are produced with care and without compromising on quality or design.

This is a vital effort, and together we can make a difference. We take responsibility for ensuring that our range is as sustainable as it can be. And you too can do your bit by caring for your garments and passing them on when the time comes. Together we can make the fashion industry more sustainable, and increase the value of clothing in contributing to a better world.

Today, 57% of the company's products are labelled as sustainable. Our goal is for 100% of our range to be made of more sustainable materials by 2025. This important effort to contribute to a circular fashion industry is ongoing in every aspect of our business. For further information, please visit kappahl.se/hallbarhet.

KappAhl was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with 380 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. KappAhl's business concept is to offer its own line of affordable fashion to a wide range of consumers. In 2017/2018, turnover was SEK 4.8 billion, with approx. 4,000 employees in ten countries. KappAhl is listed on Nasdaq Stockholm. For more information, please visit www.kappahl.se.