

Möln dal, 3 December 2015

70s, PREPPY AND COLOURFUL FOR KIDS AT KAPPAHL, SS16



Spring's big trend

In spring and summer, we'll be seeing a lot of the bohemian 70s. The hip 70s earthy tones – together with sun-bleached pastels – are an important trend that builds on denim, drawing inspiration from the South American desert. The patterns are inspired by Inca culture and the wildlife of the South American desert, with feathers, cacti and Inca patterns a big focus.

Hampton Republic 27

This season, Hampton Republic 27 continues with its marine feel, offering inspiration drawn from the Scandinavian coast and the French Riviera. Preppy and classic are the collection's catchwords, and it features elements of a 50s retro-style, where blue and white are big, combined with small chequers, polka dots and stripes.

Newbie is growing

In spring, Newbie will grow even more, and from January the collection will be available in sizes up to 128. This spring's collection is full of flowers, where yellow has been added to a more classical, soft colour palette for a retro-romantic look. Adventure and travel have also inspired the collection, and we see map patterns embellish the garments, together with stripes and chequers.

KappAhl was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland. Our business concept is to offer value-for-money fashion of our own design to a wide range of consumers. Around one quarter of our range is sustainability-labelled.

In 2014/2015, company turnover was SEK 4.6 billion and the number of employees approx. 4,000 in eight countries. KappAhl is listed on Nasdaq Stockholm.

More information is available at www.kappahl.se

KAXS – graphic and colourful

This spring's KAXS collection is characterised by gorgeous graphic patterns that take their inspiration from the 90s. Motifs like ice creams and koalas adorn the garments in fantastic summery colours, creating a playful vibe that will encourage children to mix and match the different items.

Rükie – a new unique and exciting collection for girls!

This spring, KappAhl is launching its Rükie collection for girls. The collection is inspired by teenage fashion, with a more stripped-down style and a calmer colour palette. This year's collection is inspired by a 70s bohemian style, where the Bardot top and worn denim shorts make a key outfit for spring. The collection will be available in sizes 134-170.

KappAhl

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High-resolution images are available at www.ekprbildbank.com