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## KAPPAHL BECOMES A MEMBER OF THE SUSTAINABLE APPAREL COALITION



*To help accelerate the development of sustainable working methods and solutions in the fashion industry, KappAhl has become a member of the Sustainable Apparel Coalition (SAC).*

*“We are committed to continuing to play an active role in driving the system changes that need to be made in our industry. With the SAC, we can harmonise our approaches to sustainability with other players in the industry, enabling us to pull together and make a greater difference,” says KappAhl’s CEO, Danny Feltmann.*

Swedish fashion chain KappAhl has decided to become a member of the Sustainable Apparel Coalition to help speed up the pace of change in sustainable working methods and solutions in the fashion industry. As part of the SAC, we can work with other players in the industry - purchasers, suppliers, researchers, investors and consumers - to coordinate efforts to achieve greater transparency and better results in moving the fashion industry towards a more sustainable future.

KappAhl is now in the process of developing their working methods using the SAC’s Higg Index suite of tools. The goal is to set clear standards for the entire industry to measure and assess the sustainability performance of suppliers and products.

“A harmonised approach within the industry will have a positive impact on our entire value chain and bring greater transparency to the industry. This is the route to achieving a sustainable fashion industry,” says Fredrika Klarén, Head of Sustainability at KappAhl.

**Sustainable Apparel Coalition (SAC)** is an organisation working to create a sustainable fashion industry with the vision of an industry that causes no harm to the environment and has a positive impact on people and society. SAC’s **Higg Index** is a suite of tools designed to measure and assess the sustainability performance of suppliers and products and promote long-term sustainable improvements for factory workers, local communities and the environment. Through harmonised working methods and processes, the industry will also provide the transparency that is increasingly being demanded by consumers. *More info: [www.apparelcoalition.org](http://www.apparelcoalition.org)*

**For more information, please contact:**

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*KappAhl was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with 370 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. Today, 53% of the company’s products are labelled as sustainable.*

*In 2016/2017, turnover was SEK 4.9 billion, with approx. 4,000 employees in ten countries. KappAhl’s shares are listed on the Nasdaq Stockholm exchange. For more information, visit [www.kappahl.se](http://www.kappahl.se).*