

Fifty Shades of KappAhl

In a unique collaboration with the author of the successful Fifty Shades of Grey trilogy, KappAhl has designed a glamorous lingerie collection that exudes style and sensuality. The collection is full of references to the book, and the initiated reader will see clues to the book's characters, Christian Grey and Anastasia.

The trilogy has fascinated a whole world of women, and now KappAhl has chosen to apply this success in a glamorous lingerie collection through a design collaboration with the world-famous author of the books, E L James.

"It has been incredibly exciting and interesting to be involved in the process, from the production of the concept through the design to the final collection. I have been deeply involved at all stages, and my thoughts and suggestions are clearly visible in the collection's garments", says E L James.

Elegance is the keyword for this collection. With bra, briefs, negligée and stay-ups, it is a complete underwear collection with a choice of materials and silhouettes to suit women of all shapes and sizes.

Both E L James and KappAhl felt that it was important for all women to be able to feel comfortable and beautiful while wearing the garments. Not surprisingly, the garments come in shades of grey with complementary colours such as red and black. The garments are embellished with lace details for a romantic feeling.

"We are always looking for new ways to interest our customers and this is the first time that KappAhl has entered into a collaboration of this type. It gives us an opportunity to offer our customers a feeling of luxury and frivolity in their everyday lives. The end result is better than we could have ever hoped and we are very happy with the enthusiasm and commitment shown by E L James. We are now awaiting with interest the response from our customers", says Carina Ladow, Vice President Range and Design, KappAhl.

In addition to the underwear, the collection consists of a range of accessories. The accessories are designed with inspiration from some of the books' most significant symbols, such as a silver-grey tie, a key necklace and an elegant eye mask in black lace.

#fiftyshadesofkappahl

Available in stores on 6 November 2013.

For more information, please contact:

Carina Ladow, Vice President Range and Design
KappAhl
E-mail: carina.ladow@kappahl.com
Tel: +46 (0)70 – 471 57 02