

# newbie

PRESS RELEASE / Mölndal 21 September 2017



## Standing on its own two feet Newbie Store is opening stores in more countries

*Newbie, the baby and children's collection made from sustainable materials, is now a separate chain that is continuing to expand with stores in Poland and the United Kingdom. E-shopping is also being introduced, starting in the United Kingdom.*

*"Newbie has grown in step with our customers' unbelievable engagement. It is now truly exciting for us to establish Newbie Store in one of the world's leading fashion capitals, London," Camilla Wernlund, responsible for Newbie and New Business at KappAhl, says.*

Newbie, KappAhl's children's collection made from sustainable materials, is the viral success that, with consumer-driven collaboration, has grown in size to become as it is today, an independent chain, Newbie Store.

As of today, when Newbie Store opens at Frölunda Torg in Gothenburg it has 14 stores in Sweden, Norway, Finland and Poland. During October-December, Newbie Stores and e-commerce will open in the United Kingdom.

"Our goal for Newbie is to be a leading children's fashion chain providing sustainable, good-value, children's clothing in a continuously updated whilst timeless style," Camilla Wernlund says.

In the United Kingdom, the e-store opens on October 20 and the first physical stores will open in Richmond and Kingston, Greater London, during November-December. More Newbie Stores are planned to open at the start of 2018.

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## **For more information**

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*The Newbie story starts when KappAhl's designers, in 2010, created a baby collection based on the keywords timeless, sustainable and value-for-money as well as with the idea that the garments could be handed down from one generation to the next. Newbie came into being at the right time, and went viral. There and then, many "Newbie Lovers" took the brand to their hearts and their engagement has influenced both the design and the range, creating a widespread second-hand market for the collection – which is completely in line with Newbie's focus on sustainability. The first Newbie Store opened in Stockholm in 2014. Today, there are Newbie Stores in Sweden, Norway, Finland, Poland and, from late autumn 2017, also in the United Kingdom. Newbie is a brand of the leading Swedish fashion retailer, KappAhl. More information at [newbiestore.com](http://newbiestore.com).*