

Möln dal, 24 September 2015



KAPPAHL OPENS NEW FLAGSHIP STORE

Today is the premiere of KappAhl's new flagship store on Drottninggatan in Stockholm. The store has been rebuilt in a more exclusive packaging of the fashion chains store concept, For You, and offers a modern shopping experience with the latest fashion, customer-relevant inspiration and purchase advice.

"We have built a top modern flagship store that displays the entire KappAhl range and is fully adapted to the KappAhl customer", says Vice President Marketing Joakim Holmstrand.

The flagship store is located in the best store location on Drottninggatan 53 in Stockholm. The store is built in a more exclusive packaging of the fashion chain's new store concept, For You. Downstairs is constructed in the form of an showroom displaying the latest fashions for KappAhl's customers. Digital screens strengthens the message and inspires about trends and outfits. The second floor houses the departments for women, men, kids and a specially designed Newbie shop-in-shop.

The opening day begins with a breakfast show for invited guests and the store opens to the public at 10.00.

A CONCEPT WITH THE CUSTOMER IN FOCUS

The new store concept is one of KappAhl's biggest investments. A crucial part of the development have been conversations with customers who have been asked what they think is important when shopping. The result is a modern, flexible concept with customer-oriented inspiration and purchasing help in focus. A warm and embracing characterizes everything from signs to guides and fashion tips.

"Our motto is 'For You'. What we do, we do for our customer, making sure that it suits her perfectly", explains Joakim Holmstrand.

KappAhl was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with close to 400 stores in Sweden, Norway, Finland and Poland. Our business idea is to offer value-for-money fashion of our own design to the many people. Sustainability-labeled fashion accounts for roughly one quarter of the range.

Sales for 2013/2014 totaled SEK 4.7 billion and the company has approx. 4,000 employees in eight countries. KappAhl is quoted on Nasdaq Stockholm.

For more information, please contact:

Joakim Holmstrand, Vice President Marketing.
Tel +46 705-90 84 19, joakim.holmstrand@kappahl.com
Charlotte Högberg, Head Corporate Communications,
Tel. +46 704-71 56 31, charlotte.hogberg@kappahl.com