
PRESS RELEASE

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SANDRA ROOS IS KAPPAHL'S NEW HEAD OF SUSTAINABILITY

Sandra Roos is KappAhl's new head of sustainability. She joins from the RISE research institute, where she served as an expert on sustainability issues in the textile industry.

"Sandra's sterling research background will allow us to create new opportunities in our important work to transition to an even more sustainable business model," says KappAhl's CEO Elisabeth Peregi.

Sandra Roos has a PhD from Chalmers University of Technology, for which her thesis was based in part on first-hand experience from visits to supplier points in several production countries in Asia. Roos has previously collaborated with KappAhl through The Chemicals Group at RISE and Mistra Future Fashion, which has had a major impact on the textile industry.

Roos is particularly interested in how sustainability is measured, communicated and improved, and in capturing the bigger picture at every stage of the production chain.

"KappAhl has an ambitious sustainability programme and a realistic approach to the key issues. I have been following them for a long time and am looking forward to continuing to tackle these important issues with my new colleagues," says Roos.

For more information, contact

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***KappAhl**, founded in 1953 in Gothenburg, is a leading fashion chain in the Nordic region, with around 380 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. The KappAhl team is made up of some 4,000 colleagues, across 400 workplaces and ten countries. All of us who work at KappAhl have different backgrounds, ages, skills and styles. But what we all share is our drive to give people the chance to dress well. Our goal is for everything we do to be done sustainably.*

***KappAhl's commitment to sustainability** is rooted in our **Responsible Fashion** strategy and covers every aspect of our operations. The strategy is part of KappAhl's overarching business plan and consists of a range of measures and measurable objectives. It is based on our extensive experience and in-depth knowledge of fashion and its effects on people and the environment, as well as on current research, such as what we now know about planetary boundaries and the UN's 2030 Agenda.*

For more information, visit www.kappahl.com