



## Newbie continues to conquer Great Britain – new store at Gatwick Airport

*Newbie, KappAhl's lifestyle concept in more sustainable materials for babies and children, continues to conquer Great Britain. Newbie's first airport store has now opened at Gatwick outside London. Sales started immediately and customer feedback was that they love Newbie!*

- Building a store on these conditions has been an exciting challenge for our fantastic team: the store is only 25 square meters in size, round to the shape and has no walls - but wow how well we made it and the location is prime! says Camilla Wernlund, international expansion manager for Newbie.

Newbie Store has opened seven physical stores and an online store in Great Britain since the end of 2017. And now it has also opened its first airport store at Gatwick outside London. The 25 square meter store is a six-month pop-up store with a very good location at the densely packed airport.

- Already on the first day, this little store broke sales records for Newbie in the UK, so we got off to a very good start, Camilla Wernlund adds.

### **For more information and photos**

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# newbie

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*\*The Newbie story began in 2010 when designers at the Swedish fashion chain KappAhl created a new range of baby clothes. Their aim was to create a timeless, sustainable and affordable collection containing clothes designed to be handed down from one generation to the next. Newbie came into being at just the right time and quickly went viral. Many “Newbie Lovers” took the brand to their hearts. Their passion for Newbie has influenced both the design and the range. The first Newbie Store opened in Stockholm in 2014 and today Newbie has 31 stores and online sales in Sweden, Norway, Finland, Poland and the UK. The Newbie brand forms part of the Swedish fashion group KappAhl. More information at [newbiestore.com](http://newbiestore.com) or [kappahl.com/newbie](http://kappahl.com/newbie).*