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NEW STORE CONCEPT – KAPPAHL KIDS MAKES AN ENTRANCE

KappAhl Kids is here! On 28 February, fashion chain KappAhl will launch a new store concept, with KappAhl Kids opening its doors to the public at the Ringen shopping centre in Södermalm, Stockholm. “KappAhl’s children’s range is held in high regard, and represents a growing part of our sales. With KappAhl Kids, we are testing out new ways of making it even more visible,” says Peter Andersson, KappAhl’s CFO and acting CEO.

KappAhl Kids is the fashion chain’s second free-standing concept, after Newbie Store. The store will be showcasing the entirety of KappAhl’s popular children’s range, and it will also offer access to KappAhl’s full assortment, via Shop Online in Store and Click&Collect.

“Physical stores will continue to be an important distribution channel for KappAhl. We want to get closer to our customers, and having a flexible store portfolio means that, when we find the right store location, we can easily choose which concept is most attractive for that specific location. Be that KappAhl as a whole or just Kids, for example. A scalable KappAhl, if you like,” says Andersson.

About KappAhl Kids

KappAhl’s children’s assortment is well known for its quality as well as practicality. The Kids store will stock KappAhl’s entire children’s assortment, including Newbie, in sizes 44 to 170. The garments are developed by KappAhl’s designers to be worn time and time again, until it’s time for them to become someone else’s favourites. Today, over eighty per cent of the children’s assortment is labelled as sustainable, a figure that will continue to increase with time.

For more information

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KappAhl was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with 380 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. KappAhl’s business concept is to offer its own line of affordable fashion to a wide range of consumers. Today, 57% of the company’s products are labelled as sustainable.

In 2017/2018, turnover was SEK 4.8 billion, with approx. 4,000 employees in ten countries. KappAhl’s shares are listed on the Nasdaq Stockholm exchange. For more information, visit www.kappahl.com.