
PRESS RELEASE

Möln dal / 24 november 2014



THE SPORTY 90S COMBINE WITH STYLISH AND FEMININE LINES IN KAPPAHL'S 2015 SPRING COLLECTION

Contemporary

In a theme where the big city meets sport, we see straight lines, detailed, strong and innovative patterns in which the 90s is the inspiration source. Details such as zips, sporty piping and rib cuffs accentuate the sporty feel of the theme. The collection consists of black and white with accent colours such as neon yellow, mint green and a strong pale pink. Classic animal patterns and marble prints are back, including on the bomber jacket which is one of the key garments in the collection, together with the wide culotte.

Casual

Spring fashion at KappAhl also shows a soft, supple silhouette that oozes consciousness. The style is characterised by detail-decorated garments with a more generous fit. Hard washed white and blue denim are base colours in the collection, matched with green and, later, burned red tones. Bohemian touches, fringes and draped details give a softer look to the collection. Long and short are mixed, with the long coat being a key garment for the theme.

Modern Classic

Stylish, elegant and feminine are the keywords for KappAhl's modern classics in which the tailored jacket and pencil skirt are key garments. Black and white are the basic colours for the theme, with injections of lighter shades of grey, blue and pink. Geometrical patterns such as subtle stripes, checks and spots enhance the garments and contribute to the collection's elegance.

Hampton Republic 27

Hampton Republic 27 continues in the classic preppy spirit with touches of navy blue, introducing for the spring collection pastel colours such as mint green, light pink and yellow. Stripes and knits are as self-evident for this collection as classic chinos and club blazers. Details such as gypsy necklines and cable knits characterise the theme.

PRESS RELEASE

For more information and photos, please contact:

EKPR & Kommunikation | Phone: +46(0)8-667 22 06 | E-mail: info@ekpr.com

For further information, please contact:

KappAhl, Helén Eriksson, Fashion Press, +46(0)70-471 58 84, helen.eriksson@kappahl.com

For more pictures, please visit KappAhl's image bank or www.ekprbildbank.com

***KappAhl**, was founded in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland together with Shop Online. KappAhl offers good-value fashion of its own design to a wide range of consumers – women, men and children – with a particular focus on women in the mid-life age range. 19% of the range is sustainability labelled. In 2013/2014, the turnover was SEK 4.7 billion and the number of employees approx. 4,500. KappAhl is quoted on NASDAQ Stockholm. For more information, please visit www.kappahl.com*