

PRESS RELEASE Mölndal, 22 August 2017

NEW MARKETING MANAGER AT KAPPAHL

Glenda Marevind is KappAhls new Brand & Marketing Manager since mid August.

“I am very pleased to welcome Glenda to KappAhl. She has the right experience and attitude on how to best continue the work of strengthening the relationship and communication with our customer, on both current and future arenas”, says CEO Danny Feltmann.

From mid-August Glenda Marevind is leading the work of further developing the KappAhl brand and marketing, in her role as Brand & Marketing Manager. Before this Glenda worked at media agency MEC and has earlier worked many years in the Lindex Group with concept, brand and communication issues, amongst others as Marketing Manager.

“I am looking forward to contribute to the exciting journey that KappAhl has undertaken. We are to be best at meeting and inspiring our customer based on her needs and buying behavior”, says Glenda Marevind.



KappAhl was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with 370 stores in Sweden, Norway, Finland and Poland as well as Shop Online. Our business idea is to offer value-for-money fashion of our own design to the many people. Sustainability labeled fashion accounts for 38 per cent of the range.

Sales for 2015/2016 totaled SEK 4.7 billion and the company has approx. 4,000 employees in nine countries. KappAhl is quoted on Nasdaq Stockholm. More information at www.kappahl.com

For more information

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