

Möln dal, October 2016

## AW16: A bold party season

*This winter KappAhl presents a shimmering, minimalistic party collection for fashion-conscious women. It includes velvet, sequins, black glitter and vegan leather... all some of the hottest materials for this winter's parties.*

This winter KappAhl is launching a simple yet bold party collection. In it, you will find key party pieces with minimalistic silhouettes – a perfect combination for this winter's parties. The collection features dresses with lace and sequins, as well as the season's hottest material: velvet. Trousers in vegan leather bring attitude to the mix – as do silk blouses and shimmering skirts. The result is a complete party collection that is full of surprises.

Many of the garments are black, combined with sequins and glitter to create contrasts. KappAhl's party collection offers a minimalistic look, spiced up with style and luxury feel.

KappAhl's party collection will be in stores from November 2016.

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**KappAhl** was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with nearly 380 stores in Sweden, Norway, Finland and Poland, together with Shop Online. Our business concept is to offer value-for-money fashion of our own design to women in the prime of life and their families. Roughly 38% of the range is sustainability-labelled.

In 2014/2015, turnover was SEK 4.6 billion and the number of employees approx. 4,000 in eight countries. KappAhl is listed on Nasdaq Stockholm. More information is available at [www.kappahl.se](http://www.kappahl.se)