

newbie

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See photos from Newbie's bus tour premiere further down in this document.

Newbie continues to conquer Great Britain – embarks on national summer tour

Newbie, KappAhl's lifestyle concept in more sustainable materials for baby and children, continues to conquer Great Britain. This autumn, the first two stores will open outside of London. In order to meet the growing number of "Newbie Lovers", Newbie also embarks on a national summer tour by bus - at the same time as the brand is recognized in royal circles.

Since late 2017 Newbie Store have opened six physical stores as well as an online store in the UK. By the end of August, the highly appreciated brand will open its first two stores outside of London, in Sheffield and Milton Keynes.

While waiting for further Newbie Stores to open, this weekend, Newbie embarked on a nationwide summer tour by bus to meet the growing number of "Newbie Lovers" in Great Britain.

– Newbie is growing rapidly in popularity. In order to meet the great demand while we start to establish ourselves outside of London, we embark on a summer tour by bus. We have let ourselves be inspired by KappAhl's* founder Per-Olof Ahl, who in the 1950s went out on the roads when demand for KappAhl was greater than the supply of store premises" says Camilla Wernlund, who is Newbie's International Expansion Manager.

The premiere stop for the bus tour took place this past weekend in Milton Keynes. Newbie invited all fans to a classic Swedish Midsummer celebration, with dance around the Midsummer pole, traditional Midsummer flower wreaths binding and traditional Swedish Midsummer food.

During the tour, which runs until August 31, the Newbie bus will stop at markets and festivals in central London, Manchester, Birmingham, Bristol, Cardiff, Cornwall, Leeds and Sheffield (additional tour stops will be revealed at newbiestore.com).

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The Newbie bus will serve as a mobile, digital and social showroom, where current collections will be displayed and the customers can easily click on and order their Newbie favorites and have them delivered the next day. During the tour, Newbie also collaborates with local lifestyle influencers who will talk about everything from sustainable cooking to the toddlers' sleeping habits.

– Our "Newbie Lovers" will be able to follow the tour via Facebook, the Instagram account @newbielovers and via our English website newbiestore.com, says Camilla Wernlund.

Newbie has also been selected as one of the brands presented in the photo book published this summer in memory of Prince Harry's and Meghan Markle's first child's birth and baptism in Great Britain, "Our Royal Baby".

For more information and photos

Camilla Wernlund, International Expansion Manager Newbie, tel. +46 704 715 855

Charlotte Högberg, Head Corporate Communications, tel. +46 704 715 631,
charlotte.hogberg@kappahl.com

**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 27 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 or kappahl.com/newbie*



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