
PRESS RELEASE

Mölnadal, 11 November 2020



KappAhl makes a Christmas for everyone

Christmas will be different this year. But it will still be Christmas. KappAhl wants to contribute to the very best Christmas for everyone. This year the fashion chain will once again be giving customers the opportunity to Round Up their purchases in support of child rights organisations.*

This year won't be your average Christmas. We need to be mindful of that, and do all we can to look after each other. This is, above all, a holiday for the children, and most have been counting down the days in anticipation. But not everyone.

Many children and young people are struggling with difficult situations at home. The child rights organisations* are there to help and support them. And since 2012 KappAhl and its customers have been donating to the child rights organisations* important work.

“KappAhl wants to be involved and make a real difference. To support the child rights organisations* important efforts to create a better society for children,” says Madeleine Ahlström, marketing manager at KappAhl Kids.

With the pandemic, many families are going through particularly tough times with violence, dependency, loneliness and financial pressures. Even at Christmas.

“All of our hearts beat that bit harder when we get to contribute to support the child rights organisations* important work. And we also want to give our customers the opportunity to contribute by rounding up their purchases. Every krona donated helps support the child rights organisations* to pursue their important work.”

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This year's Christmas campaign in support of the child rights organisations* starts in week 46.

Watch the film here: <https://youtu.be/dPfkN3GpkgE>

See the campaign here: <https://www.kappahl.com>

This year's Christmas campaign made by creative colleagues

KappAhl's Christmas campaign has been developed by its very own in-house team. From the idea for the campaign down to its final, hand-picked touches.

"We have a fantastic team who have put a lot of heart and soul into creating this campaign. The lovely story in the film shows how we can all contribute to a better Christmas, including for those who are going through tougher times," says Ahlström.

***The child rights organisations KappAhl support**

- Sweden – [Bris](#)
- Norway – [Kors på halsen](#)
- Finland – [The Mannerheim League](#)
- Poland – [Empowering Children Foundation](#)

For more information, please contact

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KappAhl, founded in 1953 in Gothenburg, is a leading fashion chain in the Nordic region, with around 380 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online in Denmark. The KappAhl team is made up of some 4,000 colleagues, across 400 workplaces and ten countries. We all have different backgrounds, ages, skills and styles. But what we all share is our drive to give people the chance to dress well. Our goal is for everything we do to be done more sustainably. More information can be found at www.kappahl.com

We at KappAhl offer [Responsible Fashion](#) that feels right – both for the wearer and for the wider world. Today, 58% of our products are sustainability-labelled. Our goal is for 100% of our range to be made of more sustainable materials by 2025. These important efforts to contribute to a circular fashion industry are ongoing in every aspect of our business.