

Möln dal, October 2016



## Christmas AW16:

### Timeless, feminine and dressed up

*This Christmas KappAhl is launching a classic collection with a modern, up-to-date look. It has a dressed-up, feminine feel, with exciting Asian influences – simply spot on for the Christmas festivities.*

This year's Christmas collection from KappAhl has a dressed-up feel, with endless potential for individual styling. It is classic in design and suits both everyday wear and parties. The collection includes a bow tie blouse, patterned dress, trumpet sleeve blouse, and one of the wardrobe's givens: a suit.

A feminine, lipstick-red hue comes through in many garments, enhancing that Christmas feel. Besides red, this season's 'it' colours – off-white, light grey and black – also make an appearance. In addition, the collection has clear Asian elements, which have left their mark on the design. Flowers, birds and magenta tones – an Asiatic mix with a sense of the unexpected.

The Christmas collection will be in KappAhl from November 2016.

**For more information, please contact:**

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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)