
PRESS RELEASE

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ROXETTE RECORD NEW VERSION OF "THE LOOK" FOR KAPPAHL

In the autumn, KappAhl's fashion campaigns will be accompanied by a completely new version of Roxette's global hit "The Look". The track, exclusively recorded for KappAhl by Roxette, has also given its name to the campaign. The campaign is about style and personality – "The Look".

"Fashion today is closely related to attitude in music. It leaves space for personal interpretation and is about your style and your personality, your look. Our message is further reinforced by the unique collaboration with Roxette and one of today's most iconic songs, something we are extremely happy with", says KappAhl's marketing director Joakim Holmstrand.

Per Gessle is one of Sweden's most successful ever pop artists. With Marie Fredriksson he created the pop duo Roxette in the mid 1980s. One of their most famous songs is "The Look" from 1988, which was the band's first US number one and reached the top spot in thirty countries worldwide.

- Recording a completely new version of "The Look" was appealing but at the same time very challenging. It is even more fun forming a unique partnership with KappAhl, which is a Swedish company that we both respect and like. Pop music and fashion go hand in hand. It is about expression and emotions, about daring and caring", says Per Gessle.

"The Look" includes a total of five campaigns which will be released gradually during the autumn of 2015. Each campaign has a different focus and they are named: "The Chic Denim Look", "The Always Black Look", "The Must-have Look", "The Wellbeing Look" and "The Hot Look".

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The first collection of the campaign, "The Chic Denim Look", will be launched in stores on the 24th August.

The campaigns' official hashtag is #thelookkappahl

Catch a taster from "The Look – 2015" on KappAhl's [website](#) and on [YouTube](#).



*Joakim Holmstrand,
Marketing director, KappAhl*



*Per Gessle & Marie Fredriksson,
Roxette*

For press images of Roxette, please visit:

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KappAhl, founded in 1953, is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland and Shop Online. KappAhl offers value-for-money fashion of its own design to a wide range of consumers – women, men and children – with a particular focus on women in the prime of life. 24 % of the range is sustainability labelled. In 2013/2014, the turnover was SEK 4.7 billion and the number of employees approx. 4,000. KappAhl is quoted on OMX Stockholm. For more information, please visit www.kappahl.com.