

PRESS RELEASE /Mölnådal, September 2017

KAPPAHL PRESENTS A TREND COLLECTION IN SUSTAINABLE MATERIALS

Stars, galaxies, volume and frills: KappAhl goes all out with this autumn's Limited Edition trend collection, which is made exclusively of sustainable materials.

"This collection is a real bullseye: fashion-forward, and in sustainable materials," says Maria Segergren, KappAhl's Vice-President, assortment and design.

On 31 October, KappAhl will present the second release of its *Limited Edition* collection. The collection has a strong look, featuring space-inspired prints and eye-catching garments with volume and frills. Among other things, the collection includes a dress with a digital print, a high-collared blouse, a frilly skirt and a knitted dress – garments that can be mixed and matched for a trendy, modern silhouette. The entire collection is made from sustainable materials, primarily recycled polyester.

"The second release of our *Limited Edition* collection combines high-fashion looks with sustainability, reflecting our own fashion ambitions moving forward," says Segergren.

Limited Edition, made entirely from sustainable materials, is inspired by space and the stars in both its patterns and colour scheme. The collection features a darker base, which is accentuated by blue tones and white, creating dynamic contrasts and an eye-catching collection.

Limited Edition will be available in limited numbers in select stores and online from 31 October 2017.

To borrow products, please contact:

EKPR & Kommunikation, tel. (+46) 08-667 22 06, info@ekpr.com

For more information

Monika Kostovska, Manager, PR, Fashion and sustainability communications, Marketing department, KappAhl, tel. +46 704 71 55 56, monika.kostovska@kappahl.com

High-resolution images can be found at www.kappahl.com/press and www.ekprbildbank.com



KappAhl was founded in 1953 in Gothenburg and is one of the Nordic region's leading fashion chains, with nearly 380 stores in Sweden, Norway, Finland and Poland. Our business concept is to offer value-for-money fashion of our own design to a wide range of consumers. Over half of our assortment is sustainability-labelled. In 2015/2016, our turnover was SEK 4.7 billion, with approx. 4,000 employees in nine countries. KappAhl has been listed on Nasdaq Stockholm since 2006. For more information, visit www.kappahl.se