

PRESS RELEASE / Mölndal, June 2016

AW16: K by... – urban minimalism



In AW16, KappAhl presents a rock-chic inspired season with the K by... line. The collection is a reflection of European boulevards and embraces minimalistic silhouettes with unexpected twists: urban simplicity at its best.



This fall, KappAhl presents the minimalistic and rock-chic-inspired collection *K by...* The line has a definite base in city life, with its thought-through outfits and laid-back approach. The collection consists of seasonal wardrobe staples: a statement biker jacket, turtleneck, faux-fur jacket, white shirt and little dress in a flirtatious shape. It's a stylish line for fashion-conscious women who want to dress up for both day and night.

K by... is grounded in shades of stone, lavender gray and blacks. With petroleum- and indigo-hued injections – as well as white detailing – the line has surprising stylish elements. The prints have burnt-out effects, denims are distressed and an evident fascination for animal life has left its mark. This is a versatile line that embraces urban minimalism.

K by... will be available at KappAhl throughout the fall of 2016.



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KappAhl was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with close to 380 stores in Sweden, Norway, Finland and Poland. Our business idea is to offer value-for-money fashion of our own design to women in the prime of life and their family. Sustainability-labeled fashion accounts for roughly one quarter of the range.

Sales for 2014/2015 totaled SEK 4.6 billion and the company has approx. 4,000 employees in eight countries. KappAhl is quoted on Nasdaq Stockholm. More information is available at www.kappahl.com