

newbie

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Newbie Store opening exciting concept store on King's Road

The Newbie Store, fashion chain KappAhl's sustainable lifestyle concept for children, continues to grow. This week a new pop up concept store opened on King's Road in London.

"In our fifth store in the UK we introduce several exciting new features - both in terms of events and inviting like-minded brands," said Camilla Wernlund, Vice President New Business at KappAhl, who is leading the Newbie Store expansion.

The Newbie pop-up concept store, located at 110-112 Kings Road in Chelsea, is the largest Newbie Store so far with its 120 square meters. The store will house an events space which will bring to life the designs and concepts of each Newbie collection using 3D installations, social media and themed events. Through this events space, Newbie will adhere to its commitment as a community-building brand, hosting events relevant to all its customers – old and young.

In addition to the Newbie collections for babies and kids from 0-8 years, the Kings Road pop-up will see the brand partner with like-minded Scandinavian brands; [Kids Concept](#), [Elodie Details](#) and [Meraki Beauty](#), all of which mirror Newbie's core values of sustainability, exceptional design and great price value. Exclusively available in the Kings Road concept store, these retail partnerships will mark a first for Newbie and offer customers an even broader lifestyle offering for the little ones in their lives.

With their timeless expressions and sustainable qualities Newbie clothes are designed to be inherited and loved for generations. In the store on Kings Road, customers will be invited to Swop Mondays. On these occasions they can swop Newbie clothes with each other and perhaps complement their findings with new products from the store.

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“The reception of the Newbie brand in one of the world’s premier fashion capitals, London, continues to exceed our expectations”, said Camilla Wernlund. “We want to repay it by broadening our lifestyle offer with happenings and exclusive partnerships for our Newbie customers.”

For more information

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The Newbie story starts when designers at Swedish fashion chain KappAhl, in 2010, created a baby collection based on the key pillars of timeless, sustainable and value-for-money as well as adhering to the idea that the garments could be handed down from one generation to the next. The creation of Newbie was exceptionally timely, and the brand went viral. Many “Newbie Lovers” instantly took the brand to their hearts and this consumer engagement has influenced both the design and the range, creating a widespread second-hand market for the collection – which is completely in line with Newbie’s focus on sustainability. The first Newbie Store opened in Stockholm in 2014. April 2018 saw Newbie Store open two major UK sites in Bluewater and Westfield London White City shopping centres. The Kings Road store will bring the brand’s UK footprint to five stores and e-commerce, with 21 stores in total in the UK, Sweden, Norway, Finland and Poland. Newbie has been well received in the UK by consumers and press alike, reflected in British Vogue listing Newbie in its ‘best sustainable children’s clothing brands’ in November 2017. More information at www.newbiestore.com

***About Newbie Lovers:** Newbie caters to today’s environmentally and design conscious millennial parents, who appreciate timeless clothing for their children at affordable prices, by offering beautiful designs with quality and longevity at their heart.*

***About the clothes:** Newbie’s approach focuses on sustainability, quality and design: products are made using organic cotton and any fabrics used that are not cotton are from sustainable or recycled sources. For the Newbie designers, sustainability isn’t solely about materials used, but longevity – their approach to design, with patterns and colours inspired by nature, has been developed to create pieces which won’t age, but will be inherited and loved for generations.*

***About the stores:** All Newbie Stores are designed to create a shopping experience which mirrors the values of the Newbie collection, utilising sustainable and natural materials within the interior design of the store. Each of the stores operates a cashless till point, as well as a free pick-up in store service for online orders.*