

PRESS RELEASE

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KappAhl launches a playful new childrenswear brand

In February Swedish fashion retailer KappAhl is launching a totally new brand for childrenswear – MINORIES – a mindful clothing brand that speaks children’s language. The launch sees KappAhl take the next step in its growth plan.

“KappAhl is on the threshold of an exciting phase of growth, where Minories is one of the initiatives that will help us to sharpen our brand portfolio even further. There is enormous energy in the company, with highly professional co-workers who have the skills to develop products that are relevant and who take the initiative for exciting, new brands,” says Desiré Westerberg, Vice President Business Unit Kids at KappAhl.

Year after year KappAhl is consolidating its position as a retailer of really good children’s clothes, not least thanks to the major successes achieved by its Newbie brand. Minories is a totally new brand developed in-house by the fashion retailer’s own co-workers.

Minories makes a clear statement: kindness is a super-power and gender stereotypes are super-boring. “Kids should be able to be kids – and that’s how the idea behind Minories evolved. The Minories concept is inspired by the endless different personalities that exist among children. It embraces and encourages differences in a way that enables every child to express his or her own identity,” explains Johanna Lannsjö, Brand & Assortment Manager for Minories.

All the garments in the collections have been developed to last a long time. This is evident not only in the colours and print design, where garments from one collection can be combined with those from another, but also in ingenious solutions that, for example, enable garments to be lengthened, so that children who are growing quickly can wear and enjoy them for longer.

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Other important aspects are the choice of materials and production parameters. Minories uses only materials that are made from more sustainable sources. All the garments are made using more sustainable materials, such as GOTS-certified organic cotton and GRS-certified recycled polyester, and are manufactured under fair and equitable conditions by a handful of carefully chosen suppliers with whom KappAhl have a close working relationship. Information about which manufacturer has produced the garment can be found on the KappAhl homepage.

More about Minories

From 9 February 2021 Minories will be available online on www.kappahl.com and, initially, at four selected KappAhl stores:

KappAhl, Nordstan
Götgatan 10, Göteborg, Sweden

KappAhl, Drottninggatan
Drottninggatan 53, Stockholm, Sweden

KappAhl, Oslo City
Stenersgata 1, Oslo Norway

KappAhl Kids, Ringen
Götgatan 98, Stockholm, Sweden

Sizes: 50 – 128 cl (0 months – 8 years)

The collection: In the first collection, to be released on 9 February under the banner of the “Peas & Love Collection”, we meet the cuddly little koala bear with his peas, little apples, graphic stripes and cute printed text. The garments are produced in a warm, cheery colour palette in shades of yellow, blue, chili red and khaki green. All the print stories are drawn by hand by KappAhl’s designers and each collection tells a charming little story that will appeal to children and parents alike.

“Peas & Love” comprises attractive garments ideal for play – oversize sweatshirts, bodies, soft trousers (both woven and warp-knits), jersey denim garments, tricot skirts, dungaree & dress – plus accessories such as smart caps, rucksacks, etc.

Instagram: To acquaint yourself with the Minories world, visit us on instagram @weareminories

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***KappAhl** was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with some 380 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. The KappAhl team consists of some 4,000 colleagues across 400 workplaces in ten countries. We have different backgrounds, ages, skills and styles, but we all share a drive to give everyone the chance to dress well. Our goal is to ensure that everything we do is done in a more sustainable way. More information is available at www.kappahl.com*

***At KappAhl** we are committed to offering Responsible Fashion that feels right for those wearing the clothes and for the world we live in. Today, 70% of our products are made from more sustainable materials. Our aim is that 100% of our range will be made from more sustainable materials by 2025. These important efforts to contribute to a circular fashion industry are ongoing in every aspect of our business. More information is available at kappahl.com/sustainability.*