

KappAhl

PRESS RELEASE

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Vintage
Stories



KAPPAHL'S VINTAGE STORIES SS14

This year's Vintage Stories from KappAhl offer a beautiful and romantic collection in Boho-chic style. The clothes are elegantly designed in delicate cotton and viscose with fashionable lace details, all in white and off-white. Long and short dresses share the collection with blouses, skirts and a kaftan inspired kimono. Match Vintage Stories clothes with pale denim shorts or worn jeans for a very modern Boho-chic style.

The collection is not only inspired by Flea Markets in Los Angeles and Paris but also the feminine style of Mexican wedding dresses. All Vintage Stories clothes have their origins in a piece of clothing from times past – but the fin de siècle romance is blended with a beautiful Boho-chic festival look.

To borrow products, please contact:

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Images are available in our [image bank](#).

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About KappAhl

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 good-value fashion of their own design to a wide range of consumers – women, men and children – with a particular focus on women in the mid-life age range. In 1999, KappAhl was the first fashion chain in the world to gain accredited certification for its environmental management system. In 2012/2013, the turnover was SEK 4.8 billion and the number of employees approx. 4500. KappAhl is quoted on NASDAQ OMX Stockholm. For more information, please visit www.kappahl.com.