

newbie

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Swedish childrenswear brand Newbie expands in UK

Swedish childrenswear brand [Newbie](#) which successfully launched in the UK in October 2017, will open two further UK stores in April 2018. The stores, at Bluewater Shopping Centre and in the new Westfield London extension, will be the brand's third and fourth respectively.

“The reception of the Newbie brand in the UK has exceeded our expectations”, said Camilla Wernlund, Vice President New Business at KappAhl, who is leading the Newbie expansion project. “Newbie Store is well positioned in the market with its distinctive Swedish lifestyle concept, focusing on sustainability and affordable pricing.”

Swedish childrenswear brand [Newbie](#) quickly became a social media success when launched back in 2010. Consumer-driven collaborations helped to shape the brand and further build the consumer base, which ultimately resulted in the launch of Newbie as a standalone brand, opening its first Newbie Store in Stockholm in 2014.

In April Newbie Store will open in Bluewater (5 April) and Westfield London White City (12 April) shopping centres bringing the brand's UK footprint to four stores and e-commerce, with 20 stores in total in the UK, Sweden, Norway, Finland and Poland.

– “Newbie is a strong community-based brand for conscious consumers with children in their lives. We continue our search for further locations in areas that are attractive for this target group”, said Camilla Wernlund.

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, and in family magazine Mumii and its readers selecting Newbie as their 'best children's clothing retailer'.

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For more information

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***The Newbie story:** 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. Today, there are Newbie Stores in Sweden, Norway, Finland, Poland and the UK.*

***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.*