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KAPPAHL IN DESIGN COLLABORATION WITH SPORT LEGEND GLENN STRÖMBERG

In spring 2015, KappAhl will be launching a new collection consisting of dressy men's fashion. The collection has been designed by KappAhl's design team together with Glenn Strömberg.

Glenn Strömberg is a football player who became a sports commentator after his playing career, and who has lived in Bergamo in Italy for the last 30 years. Italian fashion has inspired Glenn to develop an interest in fashion and clothes.

"I have always thought that the Italians play good football, cook good food and dress impressively well. I see being involved in designing a fashion collection to develop KappAhl's men's range as a unique opportunity to give men a touch of Italian fashion in their wardrobes", says Glenn Strömberg.

KappAhl

PRESS RELEASE

Glenn Strömberg's collection includes a more dressy men's style than we are used to seeing from KappAhl. Key garments for the collection are tailored blazers with stylish shirts and trousers. The garments have attractive, slimming fits. The Italian touch makes the collection still more masculine.

"Our design collaboration with Glenn Strömberg is a beginning for us in focusing on men's fashion and offering men a choice of well-tailored, dressy garments. Italian men are going to face tough competition", says Carina Ladow, KappAhl's Head of Design and Range.

The collection arrives in selected stores in April.

For press images of Glenn Strömberg, please visit:

press.bindefeldab.se

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KappAhl, founded in 1953, is one of the Nordic region's leading fashion retailers with close to 400 stores in Sweden, Norway, Finland and Poland, and Shop Online. KappAhl offers value-for-money fashion of its own design to many people – men, women and children, with a special focus on women in the prime of life. 19% of the range is sustainability labelled. In 2013/2014, sales were SEK 4.7 billion and the number of employees approximately 4,000. KappAhl is quoted on Nasdaq Stockholm. For more information, go to www.kappahl.com.