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## NEWBIE: BACK TO THE '40S



*This fall, Newbie embraces the '40s retro trend, combining French romance with natural motifs. A complete and timeless retro collection, which is easy to mix and match. In addition, it is made of only sustainable materials.*

In autumn/winter 2016, Newbie will present a collection with a genuine fascination of the forest. Bears, cones and trees have made a clear footprint on the collection. The line covers bodies with a forest theme, dungarees, a bomber jacket and knitted jumpers with Jacquard patterns – timeless products with clear nods to the '40s retro trend. The collection comes in dusky petroleum, green and grey tones, combined with warm brown and beige hues – colours taken straight from nature.

Newbie will also present a collection inspired by a mix of Art Nouveau romanticism and well-dressed French children. It offers an exciting blend of cute details and patterns. This collection features dresses and bodies with hand-painted flowers, overalls and cardigans. With usage of lace, collars and frills, romantic and French touches are added. The collection comes in pale lavender and petroleum hues, as well as antique beige. Dark grey and off-white are used as color accents, which gives the line a dramatic and modern twist.

Newbie is produced by sustainable materials; this autumn these are organic cotton and recycled polyester. The collections will be available at KappAhl and in Newbie Stores in autumn 2016.

### For more information

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*KappAhl aims to create affordable, high-quality fashion, produced with care and respect for people and the environment. Today, 38% of the company's products are sustainability-labelled.*

*KappAhl was founded in 1953 and is a leading fashion chain in the Nordic region with nearly 380 stores in Sweden, Norway, Finland and Poland, together with Shop Online. Our business concept is to offer value-for-money fashion of our own design to women in the prime of life and their families. Around a quarter of our range is sustainability-labelled.*

*In 2014/2015, company turnover was SEK 4.6 billion and the number of employees approx. 4,000 in eight countries. KappAhl is quoted on Nasdaq Stockholm. More information is available at [www.kappahl.se](http://www.kappahl.se)*