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## KAPPAHL TO INCREASE SALES OF TROUSERS

*KappAhl has long been one of the top major Swedish fashion chains when it comes to sales of trousers and has set the target of increasing its market share this year. In 2012, the fashion chain sold seven million pairs of trousers.*

*"Our secret is excellent comfort and fit," says Carina Ladow, Vice President Assortment & Design. "We see great potential for further increasing our sales of trousers."*

Over the years, KappAhl has listened to its customers' wishes for comfort and good fit and now its range of trousers is one of KappAhl's great strengths. Almost seven million pairs of trousers were sold at the chain's 400 stores in 2012. Sales of trousers increased by 10% in 2012 and this product group represents a significant part of total sales for the chain.

KappAhl's stores now offer customers a wider selection of trousers, available in a variety of models, colours and fits to suit the entire family. The trousers come in a range of sizes from very small to larger sizes. The fashion chain has also made it simpler for customers to find the right model and size.

Carina Ladow explains, "In response to customer wishes, we have enhanced and updated our range of trousers and when customers step into our stores this spring, they'll be delighted by what they find. Our main focus this spring is on trousers - both jeans and different models of trousers in cheerful colours - and as summer approaches, shorts will dominate the wardrobe."

*All trousers sold by KappAhl are produced in compliance with strict chemical regulations, for example, flame retardants, antibacterial and antifungal agents are prohibited.*

### **For more information, please contact:**

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### **7 OUT OF 10 SWEDES CHOOSE TO GO TO KAPPAHL\***

*KappAhl was founded in 1953 and is a leading fashion chain with around 400 stores and 4,500 employees in Sweden, Norway, Finland, Poland and the Czech Republic. KappAhl sells good-value fashion to a wide range of consumers – women, men and children – with a particular focus on women in the 30 to 50 age group with families. All KappAhl garments are designed by its own fashion team. In 1999, KappAhl was the first fashion chain in the world to receive environmental management standard certification. KappAhl's sales for the 2011/2012 financial year reached almost SEK 4.6 billion. KappAhl's shares are listed on the Nasdaq OMX Stockholm exchange. More information is available at [www.kappahl.com](http://www.kappahl.com).*

*\*Source: Orvesto Konsument*