

KappAhl

PRESS RELEASE

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KAPPAHL PERFORMS MODEL SEARCH ON TV

When fashion chain KappAhl is looking for new faces for their campaigns, they choose to perform a modeling competition on tv for women over 35 years of age. The model competition is a collaboration with the TV4 Group and first prize is a modeling contract with KappAhl..

– I know that there are many fantastic women in the prime of life with model dreams out there, says Vice President Assortment & Design, Carina Ladow. We are looking forward to give them the opportunity to realize their dreams!

KappAhl is looking for a new face and choose to perform a modeling competition in a new television program with the working title "She's got the look" (Sweden), in collaboration with TV4 Group's Channel Seven. The goal is to find a beautiful and confident woman over 35 years of age with model potential.

Show hostess will be Jessica Almenäs who will guide the television audience when the selected participants for ten episodes are confronted with challenges related to working as a model. A renowned jury will give working tips and advice but will also determine who will be the winner. First prize is a modeling contract with KappAhl.

"She's got the look" is taking applications from now through 1 of May. Text "MODEL" to 72400 (only in Sweden). The show will be broadcasted on the TV4 Group's Channel Seven during the autumn of 2014.

For further information

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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 the many people – men, women and children, with a special focus on women in the prime of life. KappAhl was the world's first fashion retailer to gain environmental certification in 1999. In 2012/2013, sales were SEK 4.8 billion and the number of employees approximately 4,500. KappAhl is quoted on Nasdaq OMX Stockholm. For more information, go to www.kappahl.com.