

AW16: *Feminine*, a wave of romanticism



This fall, KappAhl presents the collection, Feminine: a vintage fusion line where features of nostalgia are combined with fresh and contemporary silhouettes, making for a complete embrace of romanticism.

This season, *Feminine* presents a boho-chic line with inspiration from the '20s, '30s and '60s, in combination with English gardens; a Vintage fusion that presents the unexpected. The underlying statement of the collection is the feeling of freedom, romantic femininity and effortless beauty. Key silhouettes are the maxi dress with fall floral prints, bow-tie blouse, updated peplum shirt, and long-line coat with its sophisticated silhouette.



Feminine comes in a rich palette grounded in chocolate hues, pale, dirty pinks and blues. Sizzling reds are presented as an accent color, adding an additional feminine touch. The key materials are sheer laces and lightweight fabrics, whilst the prints focus on fall florals and embroideries, boasting a romantic feel and boho touch.

Feminine will be available at KappAhl throughout the fall of 2016.



For more information, please contact:

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KappAhl was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with close to 380 stores in Sweden, Norway, Finland and Poland. Our business idea is to offer value-for-money fashion of our own design to women in the prime of life and their family. Sustainability-labeled fashion accounts for roughly one quarter of the range. Sales for 2014/2015 totaled SEK 4.6 billion and the company has approx. 4,000 employees in eight countries. KappAhl is quoted on Nasdaq Stockholm. More information is available at www.kappahl.com