

KappAhl launches the "Feel" communications concept with supermodel Paulina Porizkova

"Feel" is the name of KappAhl's new communications concept, which is being fronted by the supermodel Paulina Porizkova. The communications concept is characterized by the feeling that fashion must provide strength but also that the garments feel good.

Paulina Porizkova grew up in Lund and was discovered at the age of 15. Her career started in Paris in the early 1980s and she has featured on the cover of pretty much all the major fashion magazines. In 1988, her modelling career hit new heights when she *signed* what was then the world's biggest modelling contract. This autumn we will see her in KappAhl's new "Feel" concept.

- The "Feel" concept kicks off a long-term project, which is intended to position KappAhl and create increased clarity and relevance for our target market. It feels particularly good to be launching "Feel" with Paulina Porizkova, because she is a strong and self-confident natural beauty who provides a metaphor for the Feeling that we want to communicate, says Joakim Holmstrand, Marketing Director at KappAhl.

The Campaign

With the "Feel" concept, KappAhl introduces garments that are designed with a focus on real women, with the aim of bringing out the best aspects of every individual. Fashion should provide strength and style and be accessible regardless of size or shape. It is time to change the way that we look at fashion today and to work for sustainable fashion in the future.

With the launch of "Feel", the *Always black* – trouser collection is introduced, consisting of six different styles of black trousers suitable for every occasion. First and foremost, they are perfect for this year's key garment, the polo-neck jersey, which now comes in several new colourways and retains its colours when washed - a must for every autumn wardrobe.

- I like the black trousers that I wore for the campaign! I took three pairs home with me, but wish that I had taken them all. They fit perfectly and are extremely comfortable. Particularly "the relaxed boyfriend pants" that make me feel both comfortable and cool. And I loved the pink polo-neck, says Paulina.

The "Feel" concept and the *Always black* collection are in store from week 38, when the campaign starts.

The campaign images were shot in New York by Hasse Nielsen, and the styling is by Lisa Lindqwister.

The campaign's official hashtag is **#feelkappahl**.



For high definition campaign images and images of the garments, please visit:

press.bindefeldab.se

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KappAhl founded in Gothenburg in 1953, is a leading fashion chain in the Nordic region with nearly 380 stores in Sweden, Norway, Finland and Poland and Shop Online. Our business concept is to offer good value fashion of our own design to women aged between 30 and 50 years old and their families. Approx. 38 percent of the range is marked as sustainable. In 2014/2015, the turnover was SEK 4.6 billion and there were around 4000 employees in eight countries. KappAhl is listed on Nasdaq Stockholm. For further information, please visit: www.kappahl.se