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## KAPPAHL TO LAUNCH LIMITED EDITION TREND COLLECTION

*In September, KappAhl will launch a limited edition collection of autumn's key items for a trendy and timeless wardrobe. Drawing inspiration from the drama of dried roses, the Limited Edition collection will offer 15 stylish pieces and updated classics in materials like cashmere, satin and Tencel. Limited Edition will be available in limited numbers in selected stores and online.*

The 5<sup>th</sup> of September, KappAhl will launch the Limited Edition collection, featuring striking, eye-catching pieces and trendy silhouettes that work equally well when paired with one another or worn individually. Limited Edition consists of 15 key items, including a short, metallic-champagne down jacket, a pink coat, a lace body and a wide-leg jumpsuit. There are also tops in cashmere, satin and Tencel.

- *“With Limited Edition, we want to create a slightly sharper wardrobe that still has a classic feel. The pieces have straight lines with feminine touches. This is a new thinking collection that we can't wait to launch. I'm so excited about wearing the pink coat and lace maxi dress”, says Maria Segergren, KappAhl's vice president for assortment and design.*

Limited Edition is inspired by dried roses and dramatic prints in muted tones. This feeling characterises the patterns and their colour palettes, which tastefully combine dirty pinks with burnt hues – a colour scheme that presents both beauty and drama.

Limited Edition will be available in limited numbers in select stores and online from 5 September 2017.

### To borrow products, please contact:

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### For more information

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High-resolution images can be found at [www.kappahl.com/press](http://www.kappahl.com/press) and



*KappAhl was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with nearly 400 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 their prime and their families. Roughly 38 per cent of our range is sustainability-labelled.*

*In 2015/2016, turnover was SEK 4.7 billion and our number of employees approx. 4,000 in eight countries. KappAhl is listed on Nasdaq Stockholm. For more information, visit [www.kappahl.se](http://www.kappahl.se)*

# KappAhl

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