



**KappAhl** was founded in 1953 in Gothenburg and is one of the Nordic region's leading fashion chains, with 370 KappAhl and Newbie stores in Sweden, Norway, Finland and Poland, together with Shop Online. Our business concept is to offer high-value fashion of our own design to women in their prime and their families. Roughly 53 per cent of our range is sustainability-labelled.

In 2015/2016, turnover was SEK 4.7 billion, with approx. 4,000 employees in nine countries. KappAhl is listed on Nasdaq Stockholm. More information is available at [www.kappahl.com](http://www.kappahl.com)

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## KAPPAHL LAUNCHES “CLICK & COLLECT” AND “SHOP ONLINE IN STORE”

At the turn of the month, KappAhl took the next big step on its journey to digitisation, launching Click&Collect and Shop Online in Store.

“Every way of shopping at KappAhl should be integrated. Online and physical stores aren’t different channels; they’re two parts of the same KappAhl. The customer chooses, we deliver. Because there is always stock online, this means that items are never sold out in stores, either,” says Charlotte Katz, Head of Digital at KappAhl.

KappAhl is now launching Click&Collect and Shop Online in Store on a wide scale. Sweden was first up in the rollout, soon to be followed by Finland and Norway.

“Immediately at launch here in Sweden we saw positive effects on sales. Our colleagues in stores are happy to be able to offer a better service, and the customer is happy to have more choice,” says Katz.

It was launched in KappAhl’s 169 Swedish stores on 27 September, with Finland’s 52 stores following on 16 October, followed by Norway’s 90 stores one week later. The aim is eventually to introduce Click & Collect and Shop Online in Store in KappAhl’s Polish stores, too.

*Click & Collect and Shop Online in Store are two key steps in KappAhl’s journey to digitisation and a seamless buying experience based on the customer and their needs – otherwise known as omni-channel retailing. Click&Collect means KappAhl’s customers can now shop online and collect their goods in store at no extra cost. Shop Online in Store means that store staff can use the checkout system to help customers order items that have sold out or that are not available in that store’s normal range. The customer can make the purchase directly and pay at the checkout via their mobile phone.*

### For more information

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