

## Indulge in some romance with KappAhl's Vintage Stories collection



*Lace. Embroidery. Nostalgia. And a fabulous dose of self-confidence.*

*This season's Vintage Stories collection bears the clear stamp of the '70s folklore trend, with a romantic yet modern twist. Plus with matching outfits for your mini-yous.*

On 29 April KappAhl is set to launch this season's pre-summer collection, inspired by the '70s. The collection comprises 12 pieces that give a sense of modern nostalgia, including dresses with embroidery and smocking, blouses with sheer lace and frills, and kimonos with matching trousers. The fabric and details are tastefully combined with unique patterns, and a modern touch comes courtesy of the wardrobe heroes – the jeans – which update the romantic look.

The collection also features matching garments for children, allowing you and your mini-you to co-ordinate in a matching dress, kimono set and jumpsuit. There are three mini products in total. The collection comes in a soft colour palette that puts the spotlight on off-whites, dark browns, washed aqua and light beige hues. The patterns are inspired by hand-painted folklore motifs, bringing a dynamism to the collection.

- *"Spring's Vintage Stories collection is feminine, romantic and modern. We have worked on updated volumes and silhouettes, which you can also match with your mini clotheshorse,"* says designer Karl-Wilhelm Björk.

The collection will drop in stores and on KappAhl.com on 29 April. Prices from SEK 349.

**KappAhl**, founded in 1953 in Gothenburg, is a leading fashion chain in the Nordic region, with around 380 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. Our business concept is to offer our own line of affordable fashion to a wide range of consumers. Today, 58% of our products are labelled as sustainable. In 2018/2019, turnover was SEK 4.9 billion, with approx. 4,000 employees in ten countries. For more information, visit [www.kappahl.se](http://www.kappahl.se).