
PRESS RELEASE

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Confidence for Every Body – KappAhl celebrates the woman and the everyday

For over 65 years, KappAhl has been a trusted fashion destination for women of all shapes and ages. This autumn, KappAhl is once again highlighting the theme Confidence for Every Body – a campaign that gives a boost to women and their everyday lives.

“We at KappAhl asked ourselves what confidence really is,” says Linda Härngren, copywriter at KappAhl. “It’s juggling everything to keep our lives together, and actually doing it pretty well. It’s feeling comfortable in ourselves and our own bodies. It’s stepping out the door in the morning and feeling equipped for the day ahead. Clothes aren’t everything, but they can make a difference to how a good day feels.”

Since its very start, the core of KappAhl’s design philosophy has been to create affordable fashion for a wide range of bodies. The chain’s in-house designers create garments based on how women’s bodies look, using real women as sample models in their work. The idea is to have trousers for every occasion that life may bring – from everyday wear to parties and everything in between.

“Our design philosophy is successful. Many of us are women ourselves, and we know how our different bodies and experiences shape our everyday lives. Women, and everyone for that matter, should be able to be themselves and feel comfortable in their own body. At KappAhl, we want to dress our customers in self-confidence – Confidence for Every Body is a fundamental part of KappAhl’s DNA,” says Lena Forsaeus, marketing manager at KappAhl.

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Based on customer requests, KappAhl has also created its own personal shopping service, where all members can get professional help with things like finding the perfect trousers.

Autumn's trouser collections: KappAhl's autumn collections have some stylish new arrivals. Big in fashion circles are higher waists and freer silhouettes. Autumn's denim collection features cropped, comfortable mom-fit and wide-leg styles, and in maternity wear there are both denim and dressy trouser options. This season's trousers are fabulous teamed with puffed sleeves, gathered or smock details and volume around the shoulders. There is a wealth of materials and textures, in everything from sweatshirts, poplin shirts and soft jersey fabrics to knitwear and delicate organza tops.

You can follow the campaign in our social channels and under #ConfidenceForEverybody.

There is also a film on [YouTube](#).

For more information, please contact

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High-res images are available from www.ekprbildbank.com

***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. The KappAhl team is made up of some 4,000 colleagues, across 400 workplaces and ten countries. We all have different backgrounds, ages, skills and styles. But what we all share is our drive to give people the chance to dress well. Our goal is for everything we do to be done sustainably. More information can be found at www.kappahl.com*

***We at KappAhl** offer responsible fashion that feels right – both for the wearer and for the wider world. Today, 58% of our products are labelled as sustainable. Our goal is for 100% of our range to be made of more sustainable materials by 2025. These important efforts to contribute to a circular fashion industry are ongoing in every aspect of our business. More information can be found at kappahl.com/sustainability.*