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## PRESS RELEASE

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### **KappAhl makes new strides towards a circular economy: in its new collection made of recycled materials, innovation leads the way**

*KappAhl has its sights set high when it comes to taking new, innovative steps towards more sustainable and circular operations each year. Now it is launching a collection made using cutting-edge technologies developed by researchers at KTH. The collection features Circulose® – a material made from discarded textiles.*

“We are exploring a number of new models and methods that will contribute to a circular fashion industry. It should be easy for our customers to shop more sustainably,” says KappAhl’s CEO Elisabeth Peregi.

Fashion group KappAhl is taking yet another step towards a circular fashion industry. Its sustainability sights are set high: by 2025 all materials are to be more sustainably produced, a figure that is currently 70 per cent. Now the fashion brand is challenging traditional means of production, with the launch of a spring collection that puts recycled materials in the spotlight. Enter Circulose® – a new material made using recycled textiles – which is making its début at KappAhl.

Since 2019 KappAhl has been a partner in Re:newcell, supporting the accelerated development of new technologies for sustainable processes. The decision to take an active role in Re:newcell’s development is just one aspect of KappAhl’s commitment to achieving its ambitious sustainability targets and testing new innovative production technologies.

“Innovative technologies allow us to develop our business model and also recycle textiles that have been in circulation. A material like Circulose® gives us an opportunity to transition to a sustainable process from the design phase, and meet our customers’ high demands when it comes to both style and sustainability,” says Lina Nyqvist, Sustainability Manager Business Unit.

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The collection, which will take KappAhl's customers into spring, will be available on [kappahl.com](http://kappahl.com) from week 19.

### **Re:newcell and Circulose®**

Re:newcell has developed a process for the chemical recycling of textiles. The company formed through a project at KTH Royal Institute of Technology, in Stockholm, which resulted in the production of Circulose®, a natural material created entirely from recycled textiles from used cotton. This new material gives companies the possibility to reduce their environmental footprint from textile waste. KappAhl has been a part owner of Re:newcell since 2019.

### **Spring collection in the spirit of innovation**

KappAhl's collection is launching in a limited run, made of 50 per cent Circulose®. The remaining 50 per cent consists of viscose produced from cellulose from FSC-certified forests. The garments' trend prints are hand-drawn, and easy to pair with the collection's single-colour items. The collection will be launched for the brands KappAhl woman and XLNT, and is available in sizes XS-XXXL.

### **For more information and images**

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*KappAhl was founded in 1953 in Gothenburg, Sweden. The fashion chain offers affordable, responsible fashion simply and sustainably, at around 370 KappAhl and Newbie stores as well as Shop Online in Sweden, Norway, Denmark, Finland, Poland and the UK. The KappAhl team is made up of some 4,000 colleagues with diverse backgrounds, ages, skills and dress styles, at 400 workplaces in ten countries.*

*KappAhl is committed to offering Responsible Fashion that feels right for the wearer and for the world we live in. Today, 70 per cent of the products are made of more sustainable materials. The goal is for 100% of the range to be made of more sustainable materials by 2025. These vital efforts in aid of a circular fashion industry are ongoing in every part of the KappAhl business. For more information, please visit [www.kappahl.com/responsible](http://www.kappahl.com/responsible).*