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## KappAhl still largest in jeans in Sweden

**KappAhl strengthens its position as the Swedish market leader in jeans sales. Fresh statistics from the market research company Gfk Fashion Scope shows that during 2012 the fashion retailer increased its market share to 9.5 (7.7) percent of the Swedish jeans market.**

The initiatives through the year to reinforce KappAhl's jeans offer have shown clear results. The launch of their proprietary jeans label, Denim 1953, was well received by customers, as was the increased range.

“We are pleased and proud that our customers appreciate what we do”, says Carina Ladow, Vice President Assortment and Design at KappAhl. “We work hard to make it easy for our target market, the many people, to find nice jeans that fit perfectly. Our jeans should have the right wash with good detailing and a flattering fit.”

KappAhl has successfully achieved a market leading position in the Swedish jeans market and sells over a million pairs of jeans in Sweden each year. The design is characterised by environmental awareness. KappAhl works hard for a varied range of fits, the right comfort and a wide selection of models and washes that are right on trend. The wide range of sizes, 34 to 54 for Ladies, and the competitive pricing have also contributed to the success.



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## Contact

### Further information

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## About KappAhl

KappAhl is one of the Nordic region's leading fashion chains with approximately 400 stores in Sweden, Norway, Finland and Poland and Shop Online. The company offers inspiring and affordable fashion of its own design for women, men and children. The main target market is women in mid-life. During 2012/2013, the company had sales of SEK 4.8 billion and employed approximately 4,500. KappAhl was the first fashion chain in the world to receive environmental certification (1999). KappAhl shares are listed on NASDAQ OMX Stockholm. For more information, visit [www.kappahl.com](http://www.kappahl.com).