

PRESS RELEASE

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The highlight at KappAhl this spring is the sustainable collection "Dreams through a Lens" in collaboration with Mary McCartney

24 PERCENT SUSTAINABILITY LABELLED FASHION AT KAPP AHL THIS SPRING

At KappAhl, the efforts have intensified to ensure more sustainable fashion finds its way to the customer's wardrobe. This spring, 24 percent of the fashion chain's assortment is sustainability labelled. The collaboration with the famous photographer is this spring's highlight.

"KappAhl and Mary found one another at once through their great commitment to sustainability", Carina Ladow, Vice President Assortment and Design at KappAhl, says. The result of the collaboration, the "Dreams through a Lens" collection, combines sustainably produced materials and classic fashion that endures.

When KappAhl, in a large questionnaire, asked its customers what the most important environmental issues were, increased access to environmentally friendlier materials and reduced use of chemicals came top. These are two important sustainability challenges that are high-up on KappAhl's agenda.

"The so far limited availability of sustainable materials is one of our major challenges", Carina Ladow says. "We are closely following the commercial availability and participating in important projects that are taking the development forwards."

Mary McCartney and "Dreams through a Lens"

The famous and internationally acknowledged photographer Mary McCartney, daughter of Paul and Linda McCartney, acted as the creative director as well as photographing and filming the "Dreams Through a Lens" campaign.

"Dreams through a Lens" is a classic, timeless, summer collection, completely produced from sustainable materials – organic cotton, organic flax and recycled polyester. The collection is produced using less water, energy and chemicals and it has a classic cut that means the clothes last longer. "Dreams through a Lens" is launched on Wednesday, 6 May, on Shop Online and in stores. Pictures from the collection are available to [download from KappAhl's press image bank](#).

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KappAhl's sustainability work

KappAhl gathers all of its extensive sustainability work in the concept "**Future Friendly Fashion**". The work is conducted in many areas, focusing on more sustainable fashion in the customer's wardrobe. Today, 24 percent of the assortment is sustainability labelled and, by 2020, all cotton from the fashion chain will originate from more sustainable sources.

Further information

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KappAhl, was founded in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland together with Shop Online. KappAhl offers value-for-money fashion of its own design to a wide range of consumers – women, men and children – with a particular focus on women in the prime of life. 24% of the assortment is sustainability labelled. In 2013/2014, the turnover was SEK 4.7 billion and the number of employees approx. 4,000. KappAhl is quoted on Nasdaq Stockholm. For more information, visit www.kappahl.com.