
PRESS RELEASE

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KAPPAHL WILL OPEN MORE BRAND STORES

KappAhl will be opening further stand-alone stores for its brands. In November this year the first store of the Hampton Republic 27 brand and the second store for the baby range Newbie will open in Mall of Scandinavia.

- An important part of our plan for KappAhl is to develop strong brands and make them available to more people, says CEO Johan Åberg.

The first stand-alone store of the popular baby range Newbie, Newbie Store, opened in the Mood mall in Stockholm during autumn 2014, and has been a sales success from the start. Now KappAhl continues to launch more stand-alone brand stores. The first Hampton Republic 27- store and the second Newbie Store will open in Mall of Scandinavia in Solna, November 11th 2015.

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.