



Mölndal, 29th July 2015

THIS YEAR'S T-SHIRTS DESIGNED BY CHILDREN FOR BRIS AT KAPP AHL

On Wednesday 5th August, this year's t-shirts designed to help benefit Bris (Children's Rights in Society) will be released at KappAhl. Behind the motifs are the young winners of KappAhl's design competition for children, "Fine as I am".

"The children's messages about what 'Fine as I am' means to them are simple and straightforward. As we read through all the fantastic entries, we were moved and proud of the tremendous commitment shown by the children," says Charlotte Höglberg, Head of Corporate Communications at KappAhl.

This is the second year running that KappAhl has invited children to create t-shirt designs illustrating what "Fine as I am" means to them. KappAhl launched the competition as part of its "Fine as I am" campaign to support the work of Bris by driving the message home that all children and young people are fine just as they are.

The winners of this year's design competition are Zofia (age 10) from Ostrówek in Poland and Emma (age 9) from Svedala in Sweden. The t-shirts will be on sale in all KappAhl stores and part of the proceeds will go to Bris in Sweden and the children's rights organisations that KappAhl supports in Norway, Finland and Poland.

The t-shirts will be available online and in all KappAhl stores in Sweden, Norway, Finland and Poland from 5th August. The t-shirts cost SEK 129 (for older children) and SEK 99 (for younger children). For each t-shirt sold, SEK 25 will be donated to Bris.

For more information, please contact:

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"Fine as I am": KappAhl launched the "Fine as I am" campaign in 2014 to highlight the work of Bris and emphasise the message that really should be obvious – all children and young people are fine as they are. Bris has daily contact with children and young people and many of them say they feel pressure from those around them and from themselves to be smarter, cooler, more attractive, thinner, stronger, lighter, browner, funnier, better.... That they are not just fine as they are. "Fine as I am" is just one of the initiatives in the partnership formed almost ten years ago between KappAhl and Bris. The money donated provides funding for the counsellor positions within Bris's support services.



"100% me means not being afraid of being yourself or of who you are."
Zofia 10 years old, Poland



"To show that I am me and you are you. And that you can be yourself without thinking that you're stupid."
Emma 9 years old, Sweden

KappAhl was founded in Gothenburg in 1953 and is today a leading fashion chain in the Nordic region with close to 400 stores in Sweden, Norway, Finland and Poland. We offer value-for-money fashion of our own design to the many people – women, men and children. Sustainable label products account for 24 per cent of the range.

Sales for 2013/2014 totalled SEK 4.7 billion and the company has approx. 4,000 employees in nine countries. KappAhl is quoted on the Nasdaq Stockholm exchange.

More information is available at www.kappahl.com