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## KAPPAHL OPENS A SECOND STORE FOR HAMPTON REPUBLIC 27

*Today at noon, fashion chain KappAhl opens its second freestanding store from successful brand Hampton Republic 27 at Frölunda Torg in Gothenburg.*

*– Through our wide variety of stores, from complete KappAhl stores to rolling out our strongest brands as single branded stores, we get the right flexibility in our establishments, says CEO Danny Feltmann.*

The first Hampton Republic 27 store premiered during the autumn of 2015, in the Mall of Scandinavia in Solna. The new store is located in the shopping centre of Frölunda Torg in Gothenburg. The shop is 100 m<sup>2</sup> and has an attractive location in the center's upper floor, just a few steps from the KappAhl store.

– The new store has a strong lifestyle-feeling with a well thought through concept that covers the entire customer experience, from the product to the store environment and personal meeting, says Vice President Sales Camilla Wernlund.

### HAMPTON REPUBLIC 27

Hampton Republic 27's distinctive preppy collection is permeated by an unspoken dress code: "Always look great, no matter the occasion." The inspiration comes from the good life in the iconic resort of the Hamptons which is a few hours' drive from New York City, along Route 27.

Hampton Republic 27 has grown strongly with KappAhl's customers and has evolved from only including Men's fashion to also including Women and Kids.

*In recent years KappAhl has expanded by opening Shop Online in more countries and opening independent stores for individual brands. First out was the baby collection Newbie which today has three stores. In November last year the first Hampton Republic 27 store opened.*

*The KappAhl Group was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with nearly 400 stores in Sweden, Norway, Finland and Poland. KappAhl's business concept is to offer its own line of affordable fashion to a wide range of consumers. Sustainable label products account for about one quarter of the range.*

*Sales for the 2014/2015 period totalled SEK 4.6 billion and the company has approximately 4,000 employees in eight countries. KappAhl's shares are listed on the Nasdaq Stockholm exchange.*

*More information is available at [www.kappahl.com](http://www.kappahl.com)*

### For more information

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