



## PROMISING DESIGNER WINS KAPPAHL SUSTAINABLE DESIGN CONTEST



*A unanimous jury has named Lovisa Malmberg Gomis winner of the KappAhl Sustainable Design Contest. The winning entry was all about creating intelligent clothes that are both sustainable and usable.*

*“The level of creativity in the competition entries surpassed our expectations. We see real potential to develop the winning entry here at KappAhl – in more ways than one,” explains Head of Design Paul Laing.*

The winning entry was based on the concept of designing so-called “intelligent clothing”. That’s to say versatile clothes with more than one possible area of use, meaning they last longer. The clothes are made from sustainable recycled materials and adhere to the Zero Waste concept (of minimising waste in clothing production).

The winner will develop her winning solution with KappAhl’s designers this autumn. She will also take part in a visit to KappAhl’s suppliers, to get a closer look at the manufacturing process. The winning design will be available in KappAhl’s stores in 2017.

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**The winner**, Lovisa Sandrine Malmberg Gomis, is 28 and grew up in Gothenburg. She now lives in Paris, where for the past three years she has, among other things, studied fashion, design and pattern making at ESMOD, supplemented by work experience.

In awarding this prize, **the judges said**: “She has won for her smart idea of creating several garments from one and additionally working with zero waste cutting. This is a challenge which requires real technical skill. It is a playful idea, but one which is still commercial and accessible. It also helps to limit excess, as people get several garments in one. The garments will of course be made from sustainable materials, and all of this together makes for a winning concept. It is an exciting approach to sustainability.”

**About the KappAhl Sustainable Design Contest:** Over 80 per cent of a product’s environmental impact is determined at the drawing board. This makes sustainable design an area with real potential, and there is plenty of

*KappAhl aims to create fashion that’s good quality and great value, produced with care and respect for both people and the environment. The KappAhl Sustainable Design Contest is a competition for students of fashion and textiles who want to get involved in developing the sustainable design solutions of the future.*

*KappAhl was founded in 1953 in Gothenburg and is a leading fashion chain in the Nordic region, with nearly 380 stores in Sweden, Norway, Finland and Poland, as well as Shop Online. Our business concept is to offer value-for-money fashion of our own design to many people. Around a quarter of our range is sustainability-labelled.*

*In 2014/2015, company turnover was SEK 4.6 billion and the number of employees approx. 4,000, across eight countries. KappAhl is listed on Nasdaq Stockholm.*

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

# KappAhl

room for experimentation and creative ideas. That's why KappAhl has established the KappAhl Sustainable Design Contest, for design students within fashion and textiles with a link to Sweden, Finland, Norway and Poland who want to get involved in developing the sustainable design solutions of the future.

The jury was made up of Emilia de Poret, a fashion journalist; Dr Kate Goldsworthy, Senior Research Fellow at Textiles Environment Design (TED) in London; KappAhl's Head of Design Paul Laing; Karin Verdoes, designer at KappAhl; and Eva Kindgren de Boer, Head of Sustainability in KappAhl's production.

Read an interview with Lovisa Malmberg Gomis – and more about the competition – at <http://www.kappahl.com/designcontest>