

Filippa K

PRESS RELEASE

Amsterdam October 2011

FILIPPA K OPENS CONCEPT STORE IN AMSTERDAM

– Swedish fashion label continues Dutch expansion following strong consumer demand

Filippa K, leading Scandinavian high quality fashion brand, continues to expand in Holland with the opening of a new concept store in Amsterdam, its fifth brand store on the market.

Today Filippa K launches a new brand store on Wolvenstraat, a chic young shopping district in the heart of Amsterdam. The store will carry the full range of women's wear alongside shoes and accessories from Filippa K - known for its distinct Scandinavian style that combines clean modern design and a timeless look, long lasting both in style and quality. Since its foundation in Sweden in 1993 Filippa K has grown rapidly and is today sold in 20 markets all over the world, through 50 Filippa K concept stores, 25 shop-in-shops and some 700 selected premium retailers.

"Holland has always been a very strong market for Filippa K, our stores there show fantastic results season after season proving a rapidly growing consumer demand. We are delighted to strengthen our position even further with this new store. By expanding on the retail side through the establishment of yet another brand store we are enabling the consumer to fully experience the brand in our own environment," says Jon Abrahamsson, CEO.

Housed in a classic Dutch building with beautiful windows facing the bustling street, the new Amsterdam location has a sophisticated ambiance of style, simplicity and quality. Mixing the classic with the contemporary, the store has been carefully updated to a stylish modern Filippa K concept store. Designed by Albert France-Lanord Architects, the unique architecture expresses the essence of Filippa K design philosophy, a stylish combination of timeless elegance, clean minimalism and contemporary edge. The whitewashed stonewalls and stucco have been juxtaposed with modern pine floors, black stained wooden cashiers and dark taupe linen rugs.

Located on Wolvenstraat 6, the new store will launch with an opening event on October 20th for a select group of VIP guests from the Amsterdam fashion, media and music scene. The next day the store opens its doors to the public.

For further information and pictures, please contact:

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FILIPPA K IS A LEADING SCANDINAVIAN FASHION BRAND THAT OFFERS FASHIONABLE GARMENTS WITH A CLEAN DESIGN AND TIMELESS LOOK. THE COLLECTION IS BUILT ON ESSENTIAL PIECES TO CREATE A WARDROBE AROUND. EASY TO COMBINE AND LONG-LASTING BOTH IN STYLE AND QUALITY. THAT WAS THE START OF FILIPPA K IN 1993 AND IS STILL THE ESSENCE OF THE BRAND. TODAY, FILIPPA K OFFERS COMPLETE STYLE SOLUTIONS FOR BOTH WOMEN AND MEN, AND IS SOLD IN 20 MARKETS ALL OVER THE WORLD, THROUGH 50 FILIPPA K STORES, 25 SHOP-IN-SHOPS AND 700 SELECTED PREMIUM RETAILERS.