

# LINDEX

## Karlie Kloss model for Lindex campaign with Matthew Williamson.

It's Karlie Kloss, the world known model that will be the face of Lindex for the Matthew Williamson campaign this fall. The campaign images also show Matthew Williamson himself, to give the collection and its design a face. The materials for the campaign were shot in a studio in London and Matthews engaging personality manifests itself in both the campaign and his design. The images show a sparkling mix of prints, patterns and decorative details along with accessories and luxurious outerwear.



"I have always been drawn to a very down to earth and insouciant glamour; my collections incorporate colour, print and embellishment as they often give the pieces a real sense of joy and optimism," says Matthew Williamson himself on his SOS - Sense of Style .

For the past two years Lindex have been working closely with the British advertising agency, Saturday, who also stands for the idea and concept of the campaign.

CD: Mooks Hanifiah  
Model: Karlie Kloss  
Stylist : Veronique Didry  
Photographer: Giampalo Sgura  
Director : Andy Margetson

"I am more than satisfied with Matthew Williamson's campaign. It will appear through most channels, on the web, where the campaign is domiciled, there is an interesting and in-depth material about the designer and the collection. We started the campaign several weeks ago by giving our customers more inspiration about the collection and the designer, on [lindex.com](http://lindex.com), Facebook, Instagram and last but not least in our new E-magazine" says Johan Hallin Director of Concept and Marketing at Lindex.

In relation to Matthew Williamson's collection there will also be a specially designed T-shirt with a characteristic print "show some love" for sale, signed by the same British designer Matthew Williamson. The T-shirt frames the essence of the whole campaign, especially since all profits will go towards the fight against breast cancer. The price of the T-shirt is 199 SEK and will be available at all Lindex stores and online from October 7.

"It's such an important thing and I'm really proud to support Lindex in their amazing campaign and to have the opportunity to do my bit for this good cause," says Matthew Williamson.

The design collection will be launched on October 4 in selected Lindex stores and on [lindex.com](http://lindex.com) where 10 % of sale price will go to the fight against breast cancer.

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Lindex is one of Europe's leading fashion chains, with more than 470 stores in 16 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, kids' wear and lingerie for women who are interested in fashion. Lindex is part of the Finnish-listed Stockmann group. More information is available at [www.lindex.com](http://www.lindex.com)