

Lindex donate 1,2 Meuro to the fight against breast cancer

For the eleventh year, Lindex has, together with their customers, committed to the fight against breast cancer. This year 1,2 Meuro was gathered to the breast cancer research. During these eleven years, Lindex has contributed with over 8,1 Meuro. The money goes primarily to fund cancer research, spread awareness about breast cancer and raise public awareness about important issues.



This year, Lindex collaborated with the British designer Matthew Williamson, where 10 % of the sales price of a unique design collection was donated to the collection work. A great contribution to the good result was also the pink bracelet and a t-shirt, signed by the British designer, as well as this year's Pink Ribbon by Helene and Elsa Billgren, where the whole profit was donated.

"I'm really proud of what we, together with our customers, have contributed with to the fight against this disease. Many of Lindex employees and customers I meet in the stores are women, so it feels very good to be able to help. This is close to my heart and it is a big part of our CSR work at Lindex, says Göran Bille, CEO of Lindex.

In Sweden the collection work was rounded off with a TV gala 'Together against cancer', where Lindex Swedish country manager Elisabeth Peregi proudly handed over the Lindex Sweden collection sum of 6.7 Msek. When the campaign and the TV gala ended a new collection work record of 63.5 Msek was reached, compared to 49 Msek last year. Read more at [Cancerfonden](#)

For more information, please contact:

Kaisa Lyckdal
Press Relations Manager, Lindex
Tel: 46 31 739 50 60
E-mail: kaisa.lyckdal@lindex.com

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