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Lindex back in New York

With the new Back in Town campaign, the Lindex fashion chain is presenting garments to elevate the wardrobe after the holiday and to give the wardrobe an autumn sensation. Swedish supermodel Caroline Winberg is the front figure in the campaign photographed in New York.

- The collection is a flashback to the '20's and '30's where the masculine meets the feminine in a lovely contrast. Some of the key garments are the wide trousers, the chequered skirt in various lengths, V-blouses in black and white as well as a number of delightful, knitted garments, says Emma Wiklund, Fashion and Consumer Advisor at Lindex.

In this campaign, photographed by Jimmy Backius, we see Swedish supermodel Caroline Winberg on the streets of New York.

The colour scale runs in subdued grey, black, brown, beige and off-white with plum and dusty rose as contrasting colours. Add accessories such as scarves in natural and paisley patterns, large bags and small crocheted berets and caps and the style is guaranteed.

The garments are available in stores starting the week of 18 August and the campaign runs from 19 August in the daily press, in club folders, on the web and at Lindex s. The campaign is run in all countries, Sweden, Norway, Finland, Estonia, Latvia, Lithuania, Czech Republic and Russia. Lindex is also following up on the campaign on its home page. For high-resolution images, visit the Lindex photo archive at **www.lindex.com**.



For more information, please contact:

Sara Carlsson, Corporate Communications Manager

Telephone: +46 (0)31-739 50 05
Mobile telephone: +46 (0)70-881 14 88

Emma Wiklund, Fashion and Consumer Advisor

Mobile telephone: +46 (0)70-322 24 24

The Lindex business concept is to offer inspiring, affordable fashion. Lindex's range comprises various concepts in women's lingerie, women's wear, children's wear and cosmetics. With approximately 350 stores in Sweden, Norway, Finland, Estonia, Latvia, Lithuania, Czech Republic and Russia, Lindex is one of northern Europe's leading fashion chains. For further information, see www.lindex.com.