

PRESS RELEASE

Chanel Fragrance and Beauty boutique becomes first store tenant in rebuilt Vildmannen 7

Following a complete rebuild, Vildmannen 7 is now ready to welcome its first store tenant. Chanel Fragrance and Beauty boutique will open its doors at a classic location in Bibliotekstan, on the corner of Jakobsbergsgatan and Biblioteksgatan, during 2023.

Vildmannen 7 has undergone complicated and meticulous reconstruction and restoration work since fire destroyed the building in 2017. From the outside, the property is still recognisable with its preserved 19th-century facade in Roslag sandstone. Inside, the premises are modern, bright, flexible and accessible. Chanel Fragrance and Beauty boutique's new store has an area of about 100 square metres with expansive shop windows facing Jakobsbergsgatan and Biblioteksgatan.

- *“The rebuilding of Vildmannen 7 is a key piece of the puzzle in our continued development of Bibliotekstan, so it feels fantastic to welcome Chanel as the first store tenant to the property. The luxury brand will offer a unique customer experience with first-class products in an inspiring environment and will thus strengthen Biblioteksgatan as a vibrant meeting place and business street at the heart of Bibliotekstan,”* says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

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HUFVUDSTADEN AB (publ.)
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