

PRESS RELEASE

Hufvudstaden welcomes Icebug to Bibliotekstan

In the spring of 2024, Swedish shoe label Icebug will open a brand store of approximately 80 square metres at Norrlandsgatan 10 in Bibliotekstan, central Stockholm, which will be the brand's first pure brand store in Stockholm. Icebug specialises in shoes for outdoor activities and winter conditions.

Icebug was founded in 2001 by mother and son team Eliza Törnkvist and David Ekelund. Their business idea was to make reliable and grippy shoes so that more people could get out and enjoy nature. With its unique product, Icebug quickly established itself as a trusted brand in the footwear world, known for its innovative technologies and high performance shoes.

"We look forward to offering Stockholm seriously luxurious Icebug products in our first pure brand store in Bibliotekstan! And by 'luxury' I mean products that are well made, with consideration for people and the environment. The store will also function as something of a meeting place for anyone looking for rich natural experiences in the great Swedish outdoors," says David Ekelund, Icebug CEO.

"We're so happy that Icebug has chosen to open its first Stockholm store in Bibliotekstan. Icebug will be a welcome addition and an excellent complement to our existing sports and leisure brands," says Emanuel Westin, Head of Business Development Retail Hufvudstaden.

Stockholm, March 5th 2024

HUFVUDSTADEN AB (publ.)

If you have any questions about this release, please contact:

Emanuel Westin, Head of Business Development Retail, or Josefin Alteby Sylvan, Project Manager Marketing & PR Hufvudstaden, on +46 (0)8 762 90 00.