

PRESS RELEASE

New Balance opens flagship store on Kungsgatan in Stockholm

In 2025, New Balance will open a new store in Sweden, in Hufvudstaden's property at Kungsgatan 6 in central Stockholm. The store will cover approximately 360 square metres and marks a strategic step in the brand's continued expansion across the Nordic region. With this new location, New Balance strengthens its presence in Sweden while offering customers a deeper experience of the brand's full product range and identity.

Founded in 1906 in Boston, USA, New Balance is today one of the world's leading athletic brands. With a strong focus on innovation, quality, and craftsmanship, the company offers high-performance products for both elite athletes and everyday fitness enthusiasts. The new store will showcase the full New Balance assortment – from running shoes and activewear to lifestyle collections.

"We are very pleased that New Balance has chosen one of Hufvudstaden's properties on Kungsgatan for its new retail establishment in Sweden. The concept store is a valuable addition to the existing retail offering and further strengthens Kungsgatan as a commercial street and vibrant meeting place in the heart of the city," says Emanuel Westin, Head of Business Development Retail at Hufvudstaden.

Kungsgatan is a historic boulevard with strong character and a dynamic urban atmosphere. The street has become a natural hub for sport, outdoor and lifestyle brands, attracting a growing number of leading international labels.

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HUFVUDSTADEN AB

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