

MEDIA INFORMATION

Hufvudstaden welcomes Maria Nilsson to Bibliotekstan

Maria Nilsson Universe is to open at Biblioteksgatan 7 in Stockholm at the end of November. This unique destination will be a combination of store and installation, where customers will be able to enjoy a total experience of the Maria Nilsson brand throughout December.

In the run-up to this year's Christmas shopping season, Maria Nilsson is to open a store in Bibliotekstan for a limited period where customers will be invited to share a unique experience of the brand.

"We call this temporary store the Maria Nilsson Universe. This is where we want to invite customers to a world filled with mystery and dreams. My jewellery portrays fairy tales and through our stores we want to display the jewellery's fantasy world. We're really looking forward to meeting existing and new customers at our new address in Bibliotekstan," says Maria Nilsson, founder and CEO of the Maria Nilsson brand.

The new store at Biblioteksgatan 7 customers will be able to choose from an exclusive selection of Maria Nilsson jewellery collections in silver, gold and 18 karat gold.

"We're delighted to welcome Maria Nilsson to Bibliotekstan. Their jewellery are works of art and an excellent complement to the existing offer and will strengthen Bibliotekstan's position as Scandinavia's leading meeting place for national and international fashion." says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

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Emanuel Westin
Head of Business Development, Retail

Any questions regarding this announcement should be addressed to:
Emanuel Westin, Head of Business Development, Retail or Josefin Alteby, Project Manager Marketing & PR, Hufvudstaden on +46 (0)8 762 90 00.