

PRESS RELEASE

Hufvudstaden welcomes Stronger to Bibliotekstan

In spring 2025, Swedish activewear brand Stronger will open its first flagship store at Norrlandsgatan 10 in Bibliotekstan, central Stockholm. The 130-square-metre store will serve as a physical extension of the brand's digital universe, featuring inspiring campaigns, unique events, and an engaged community.

Stronger is a global training and lifestyle brand founded with the ambition to challenge the conventional and create something more meaningful than a traditional activewear label. Through bold design, innovative fits, and a philosophy rooted in "Escape Ordinary," the brand inspires an international community of active women.

"We are very pleased to welcome Stronger to Bibliotekstan. The brand complements our existing range within sports and wellness and further strengthens Bibliotekstan as a shopping destination and meeting place," says Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

Bibliotekstan is Stockholm's leading destination for fashion, design, and lifestyle. Located around Biblioteksgatan, the area features a carefully curated mix of Swedish and international brands, restaurants, and experiences. With its central location and premium positioning, Bibliotekstan is a natural meeting place for both locals and visitors.

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

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