

PRESS RELEASE

Hufvudstaden welcomes VANBRUUN to Bibliotekstan

After summer 2024, jewellery brand VANBRUUN is to open an approximately 130 sqm store on Jakobsbergsgatan 6 in Bibliotekstan. VANBRUUN makes high quality engagement rings, wedding rings and diamond jewellery.

VANBRUUN is a modern Swedish jewellery house founded in 2013 by Victor Halvarsson, who had the idea of establishing a jewellery brand after he found the process of choosing a ring and diamonds for his girlfriend complicated and outdated. He started vanbruun.com as an online jewellery brand, which is today VANBRUUN. His aim was to simplify the processes of choosing jewellery and diamonds and to provide knowledge, choice, and luxury for the modern consumer.

"This expansion is an important milestone in further developing our promise to offer an exceptional experience. We now look forward to meeting our customers in a new, more spacious store at street level in Bibliotekstan. We'll continue to deliver exceptional service and magnificent jewellery of the highest quality in memorable ways," says Victor Halvarsson, CEO and founder of VANBRUUN.

"We're delighted to welcome VANBRUUN to our rebuilt property Vildmannen 7 in Bibliotekstan. The brand's modern offering of high-quality jewellery and jewels is an excellent complement to our existing offering and further strengthens Bibliotekstan as Stockholm's leading premium shopping destination," says Emanuel Westin, Head of Business Development Retail Hufvudstaden.

VANBRUUN will be the latest tenant to move into Vildmannen 7, at the intersection of Biblioteksgatan and Jakobsbergsgatan in central Stockholm, which was entirely rebuilt and refurbished following a devastating fire in 2017.

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