

PRESS RELEASE

Hufvudstaden welcomes Diptyque to Bibliotekstan

French fragrance and lifestyle brand Diptyque is establishing its first standalone store in Scandinavia at Jakobsbergsgatan 6 in Stockholm. The approximately 100-square-metre store is scheduled to open in spring 2027.

Founded in Paris in 1961, Diptyque is today an internationally established brand within fragrance and lifestyle. Its offering includes fragrances, scented candles and products for the home and body, with a focus on quality, creativity and French craftsmanship.

The establishment in Bibliotekstan will mark Diptyque's first standalone store in Scandinavia and further strengthen the area's offering within beauty, fragrance and lifestyle.

"We are pleased to welcome Diptyque to Bibliotekstan. The brand's decision to open its first standalone store in Scandinavia in Bibliotekstan is a testament to the area's appeal. The establishment complements our existing offering of international and Swedish brands," says Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

Bibliotekstan is an established destination for international and Swedish brands within fashion, beauty and lifestyle. The establishment of Diptyque is a further addition to the area's attractive offering.

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