

## NEWS

Gothenburg 15 June 2020

### **MQ MarQet chooses Femman in Nordstan for its new flagship store in Gothenburg**

**MQ MarQet's new strategy will focus more on e-commerce with fewer physical stores. In Gothenburg, the brand has chosen the store in the Femman precinct in the Nordstan shopping complex as its flagship store in central Gothenburg.**

"We are pleased that MQ MarQet is choosing Femman for its city centre establishment in Gothenburg. Their strong concept, focusing on both womenswear and menswear, is an excellent complement to the existing range in Femman" said Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

"It is tremendously encouraging that we have the opportunity to restart the company and continue the journey that has already commenced. The combination of Femman's location and store mix is perfect for us. We are looking forward to welcoming customers both old and new," said Ingvar Larsson, MQ MarQet chief executive.

MQ MarQet is a concept store chain that offers womenswear and menswear in new and exciting product categories adapted to the flexibility of modern-day working life. The 400 square metre store is located on the ground floor of Femman.

#### **For further information, please contact:**

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