

NEWS RELEASE

We welcome Breitling till Bibliotekstan

In the spring of 2022, watch brand Breitling will open an approximately 200 sqm store on Biblioteksgatan 7 in Bibliotekstan. Breitling is one of the world's most prestigious watch brands with premium timepieces of exceptional quality and outstanding performance.

Breitling was founded in Switzerland in 1884 by watchmaker Léon Breitling. Through his watchmaking business, Léon invented the analogue timer, which was used extensively by athletes and air forces. In 1915, Breitling specialised in manufacturing wristwatches, which laid the foundations for the long-established watch company that today is associated with superior quality and performance.

"We're enormously proud that Breitling is choosing Bibliotekstan for its first concept store in Sweden. The brand complements our offering well and further strengthens Bibliotekstan as Stockholm's top meeting place at the heart of the city," says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

Bibliotekstan is Stockholm's leading meeting place offering the very best in international and Swedish fashion together with restaurants and cafés in an inspiring environment.

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