

PRESS RELEASE

Rains to Open New Concept Store in Bibliotekstan in Autumn 2025

In autumn 2025, Rains will establish a new concept store of approximately 250 square meters at Smålandsgatan 20 in Bibliotekstan, Stockholm. Rains is a modern lifestyle brand that merges function and design in timeless collections crafted to withstand all weather conditions.

Founded in Aarhus, Denmark in 2012, Rains has rapidly secured a strong position in the international market. The brand has become a prominent name within the functional fashion and lifestyle segment, with a clear focus on innovation and Scandinavian design tradition. The product range includes rainwear, bags, and accessories developed specifically for urban environments—designed to offer protection without compromising on style.

“We’re excited to be a part of Bibliotekstan’s ambitions. This space will be one of the first to display our new and enhanced store design, which we created alongside Stamuli. Our spaces will offer consumers a more immersive, inspiring retail experience. Something we hope will entice customers, new and old, to come and explore.” Daniel Brix Hesselager, Co-Founder Rains.

“We are pleased to confirm that Rains will open a new concept store with us in Bibliotekstan. Rains brings a popular and unique product range that complements our existing offering well. This marks another important step in our ambition to develop Bibliotekstan into the leading shopping destination in the Nordics,” says Emanuel Westin, Head of Business Development Retail at Hufvudstaden.

Stockholm, September 2, 2025

HUFVUDSTADEN AB (publ)

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