

NEWS

Stockholm, February 11, 2019

Hufvudstaden welcomes Maje to Bibliotekstan

In May, the French fashion brand Maje will open its first independent store in a Hufvudstaden property in Bibliotekstan in Stockholm. Located at Biblioteksgatan 6, the store will comprise just over 100 square metres of retail space spread over two floors.

"We are extremely pleased to welcome Maje to Bibliotekstan. The fact that Maje is choosing Bibliotekstan as the location for its first independent concept store in Scandinavia reinforces the position of Bibliotekstan as the obvious fashion destination in Stockholm," said Emanuel Westin, Head of Business Development Retail at Hufvudstaden.

The establishment of Maje is entirely in line with the Hufvudstaden strategy of developing Bibliotekstan into the foremost meeting point in Scandinavia for shopping, fashion and culinary experiences.

For further information, please contact:

Josefin Alteby, Project Leader Marketing & PR, Hufvudstaden.
Tel. 08- 762 90 76 Email: josefin.alteby@hufvudstaden.se

Louise Kihlberg, Head of Marketing and Communications,
Hufvudstaden. Tel. 08-762 90 86
Email: louise.kihlberg@hufvudstaden.se