

PRESS RELEASE

Hufvudstaden welcomes Hemtex to Nordstan

Leading home furnishings and textiles retailer Hemtex is to open its largest store in Sweden in Nordstan at Hufvudstaden's premises this autumn. The store, located at a prime location along Götgatan, is spread over two floors covering an area of more than 1,000 square metres.

This will be Hemtex's second store in central Gothenburg and will offer customers the brand's classic range of textiles and furnishings. It will also be the first Hemtex store in Gothenburg to offer a wide range of furniture, which means that customers can now have a complete interior design experience on site and in one place.

"Hemtex is coming to Nordstan in Gothenburg at last. We've worked on opening a large Hemtex site in central Gothenburg, where we can show much more of our fantastic range. This will be a real home furnishing mecca," says Anders Lorentzson, Hemtex CEO.

The store is scheduled to open in November.

"We're delighted to welcome Hemtex to Nordstan. Their concept and breadth of assortment will strengthen our already extensive range and offer something completely new for our visitors," says Malin Måhlin, Store Leasing, Hufvudstaden.

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If you have any questions regarding this press release, please contact:

Marie Larsson, Project Manager Markets, on +46 (0)31 71 02 33, or

marie.larsson@hufvudstaden.se.