

PRESS RELEASE

Hufvudstaden welcomes OBAYATY to Bibliotekstan

During the month of December, the beauty brand OBAYATY will open a temporary store at Mäster Samuelsgatan 6 in Bibliotekstan. OBAYATY is a Swedish brand that creates skincare and makeup for men.

OBAYATY celebrates a modern interpretation of masculinity through products where skincare meets cosmetics. Since its launch earlier in 2024, OBAYATY has challenged the traditional beauty industry with unique products for men. Founded in Max Martin's studio in LA and developed in Stockholm, the brand is represented at Dover Street Market in Paris, Selfridges in London, Voo Store in Berlin, and Macando in Milan. Now, it is opening its first pop-up store in Stockholm.

"We are delighted to welcome OBAYATY as a pop-up store in Bibliotekstan – an exciting addition to men's beauty. The brand complements the existing offerings perfectly and contributes to a dynamic mix of established beauty brands and emerging innovators," says Emanuel Westin, Head of Business Development Retail at Hufvudstaden.

"OBAYATY thrives at the intersection of beauty, luxury, and well-being. Introducing our brand in Bibliotekstan, which we believe reflects the dynamism of modern Stockholm, aligns perfectly with our ambition to spark a dialogue about male beauty," says Pontus Frankenstein, one of the founders of OBAYATY.

OBAYATY opens on Friday, December 6, and will be open until December 29.

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