

PRESS RELEASE

NK Stockholm's new women's floor celebrates NK's high ambition and high fashion

NK Stockholm's new women's floor is ready to open and set to offer a wide range of new products from international and Scandinavian brands. The new range has been expanded with a selection of vintage accessories and bags. The women's floor also has a completely new concept: NK Stage, a dedicated area for pop-up brands and concepts.

"Since its inception in 1902, NK has been a stage for the present where we continuously develop with our customers in terms of product range and experiences. Our new women's floor is packed with contemporary brands and it's exciting to see how vintage products now form an integral part of our offering," says Bo Wikare, CEO of Nordiska Kompaniet and Deputy CEO of Hufvudstaden.

New highlights include Seezona, an international digital marketplace for young designers, which for the first time will be retailed in a physical environment in Sweden, exclusively at NK. And also unique to NK, Anna Teurnell's brand Teurn Studios will open its own department.

There will also be accessories from some of the world's largest brands, now complemented with a selection of pre-loved accessories and bags from the Affordable Luxury fashion platform.

The women's floor will also have a completely new concept called NK Stage. This will be an area for pop-up brands and experiences in fashion, beauty and lifestyle.

"The investment made at NK in Stockholm and NK Gothenburg in recent years is vital for NK to maintain its position as a world-class department store. With its own new creative concepts such as NK Stage and an advanced e-commerce platform that complements the physical department stores, NK has taken the step into a new era," says Anders Nygren, CEO of Hufvudstaden.

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For further details regarding this announcement, please contact:
Anna Gustafsson, interim media contact, on anna.gustafsson@hufvudstaden.se,
or +46 (0)70 710 74 12.