

PRESS RELEASE

## H&M opens a pop-up in Bibliotekstan

**Swedish clothing brand H&M is to open a pop-up outlet in Hufvudstaden's property in Bibliotekstan, which will see the brand take over large parts of Birger Jarlspassagen for the launch of its autumn collection.**

H&M is making a series of changes and implementing new strategies to position and differentiate H&M from its competitors. To highlight this, various activations will take place in September and pop-ups will be opened at selected locations around the world. In Stockholm, they have chosen Hufvudstaden's historic Birger Jarlspassagen at the heart of the Bibliotekstan shopping district for the Stockholm store. The launch will take place on September 12th and the official opening of the Birger Jarlspassagen pop-up will be on September 16th.

Hufvudstaden's current tenants, chef and restaurateur duo Adam & Albin, will lease the premises to H&M while they close their restaurant for renovation and development of their latest restaurant concept, Misshumasshu.

Birger Jarlspassagen is Stockholm's smallest and oldest shopping centre and is located in Hufvudstaden's property in the Rännilen area with entrances on Smålandsgatan 10 and Birger Jarlsgatan 9. It was opened in 1897 and was designed by architects Ludvig Petersen and Ture Stenberg. The property has been owned by Hufvudstaden since 1963.

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