

PRESS RELEASE

Hufvudstaden welcomes Aim'n to Bibliotekstan

Swedish training brand Aim'n is to open a pop-up store of approximately 120 square metres on Norrmalmstorg 1 in Bibliotekstan on 25 August. It will be the brand's first independent store in Stockholm. Aim'n creates training and leisure clothing for women.

Aim'n was founded in 2013 by Tekla Acs and Helen Van and has rapidly become a leading athleisure brand. Their ambition is to empower women through innovative and multifunctional design and enable them to reach their full potential.

- *"We're delighted to welcome Aim'n to Bibliotekstan. The brand is an ideal complement to our existing health and workout offering and strengthens Bibliotekstan as a shopping destination and meeting place,"* says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.
- *"We believe in being where our customers are, and it's so exciting to be able to open a pop-up store in Stockholm in an inspiring environment that suits our brand perfectly,"* says Tekla Acs, Co-founder and Creative Director at Aim'n.

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