

## MEDIA RELEASE

### **Hufvudstaden welcomes Prada's new pop-up concept**

At the end of August 2021, Prada is opening a pop-up store in Hufvudstaden's property at Norrmalmstorg 1 in Bibliotekstan. The new site of approximately 125 square metres will be open for a limited period and offer Prada's new pop-up concept; Prada Outdoor.

Prada Outdoor, a series of pop-up stores and in-store installations dedicated to the emotions conveyed by different settings – Garden, Coast and Mountain– containing a selection of original products recalling each environment. The new Prada Outdoor pop-up store, set to appear at Norrmalmstorg 1, is dedicated to the authenticity of the mountains and the opportunities they provide for outdoor sport.

Prada's new initiative will further develop Bibliotekstan as Scandinavia's leading meeting place for shopping, fashion, and culinary experiences.

*"We're delighted that Prada has selected Hufvudstaden's property for their new, exciting pop-up concept. Prada complements our existing offering well and strengthens Bibliotekstan's positions as a vibrant meeting place at the heart of the city,"* says Emanuel Westin, Head of Business Development, Retail, Hufvudstaden.

Stockholm, August 24 2021

HUFVUDSTADEN AB (publ.)

Emanuel Westin  
Head of Business Development, Retail

Questions regarding this announcement should be addressed to:  
Emanuel Westin, Head of Business Development, Retail, and Josefin Alteby,  
Project Manager Marketing & PR, on +46 (0) 8 762 90 00.