

## PRESS RELEASE

### **Moncler expands store space in Bibliotekstan**

**In fall 2023, the existing Moncler store growing on Birger Jarlsgatan 13 in Bibliotekstan. The brand is taking over the neighbouring premises at Mäster Samuelsgatan 2, thereby expanding its store space by approximately 200 square metres.**

*"We're delighted that Moncler is developing its store space in Bibliotekstan and look forward to their new store opening later this year. The new store complements our existing range of outlets well and contributes to further strengthening Bibliotekstan as Scandinavia's top destination for premium and luxury shopping,"* says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

Moncler is an iconic fashion house founded in 1952 in Monestier-de-Clermont in France. The brand is best known for its jackets and outerwear designed for winter sports and active days out. It has become one of the world's leading fashion houses for ready-to-wear, shoes and accessories for men, women and children.

*"We welcome the fact that brands such as Moncler continue to invest in Bibliotekstan. Our goal is to be the obvious choice for new brands to establish in Stockholm,"* says Westin adds.

Until the opening of the new store in fall Moncler will have a temporary space at Norrmalmstorg 14.

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