

PRESS RELEASE

HOPE and Rodebjer extend their investment in Bibliotekstan

Fashion brands HOPE and Rodebjer are to continue their physical retail investment with Hufvudstaden by extending their rental agreements. Hufvudstaden warmly welcomes the Swedish-founded global brands choosing to prolong their investment in the area, which is entirely in line with the company's strategy to strengthen and develop Bibliotekstan as Scandinavia's leading retail destination.

Early in 2025, HOPE and Rodebjer will move to new premises in Bibliotekstan. Rodebjer to Norrmalmstorg 14 in a premises of approximately 170 square metres and Hope to a premises of some 80 square metres neighbouring its current store.

"We're delighted that Rodebjer and HOPE have chosen to continue their retail investment in Bibliotekstan. By doing so, both brands are contributing to further strengthening Bibliotekstan as Scandinavia's premier fashion destination and shopping area," says Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

Rodebjer was founded in 2000 in New York by Carin Rodebjer and has been an integral feature of Bibliotekstan since 2010. The brand has always had a strong position among women in Scandinavia and internationally. Over the years, Rodebjer has built a reputation as a culturally-aware fashion brand for women who value quality, design and sustainability.

Known for its minimalist and androgynous design philosophy, Swedish fashion brand HOPE was founded in 2001. The brand specialises in high-quality materials and carefully crafted details, giving it a sophisticated yet relaxed feel. HOPE is moving to the neighbouring premises from its current store on Smålandsgatan.

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