

PRESS RELEASE

Hufvudstaden welcomes Julie Josephine Essentials to Bibliotekstan

In the autumn of 2022, we welcome Norwegian brand Julie Josephine Essentials to Norrmalmstorg 14 in Bibliotekstan. The store, of just under 100sqm, will be the brand's first in Sweden. Julie Josephine creates clothing collections for women defined by comfort and quality.

Julie Josephine Blystad founded the Julie Josephine Essentials brand in 2016. Her philosophy is to make quality, durable, classically designed garments for women, thereby reducing consumption and thus reducing environmental impact.

- "We're so excited about opening our first pop-up store in Stockholm. We've dreamt about this for a long time, and we look forward to discovering new markets in Scandinavia," says founder Julie Blystad.

In addition to sales on digital channels, Julie Josephine Essentials has one physical store in Oslo; the Bibliotekstan store will be the brand's second bricks and mortar store.

- "We're delighted that Julie Josephine Essentials has chosen to establish in one of Hufvudstaden's properties in Bibliotekstan. The brand complements our existing range perfectly and strengthens Bibliotekstan's position as the Nordic region's leading destination for fashion and premium shopping," says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

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Stockholm, 13 June 2022

HUFVUDSTADEN AB (publ.)

If you have any questions about this release, please contact Emanuel Westin, Head of Business Development, Retail, or Josefin Alteby, Project Manager Marketing & PR, Hufvudstaden on +46 (0)8 762 90 00.