

PRESS RELEASE

Newbie increases size of its store in Gothenburg's Gallerian Femman

Leading baby and kids clothing brand Newbie is expanding and moving to a larger store in Gallerian Femman in Gothenburg. Towards the end of this year, Newbie will increase its presence at the mall with the opening of a new store of approximately 200 square metres on street level, making it the largest Newbie store to date.

Newbie was founded in 2010 and is one of Swedish clothing chain Kappahl's own brands. The philosophy of the Newbie brand is to produce durable and timeless children's clothing that lasts. It has had a store in Femman, Nordstan, since 2017, and is now making an additional investment in its presence at the mall by more than doubling the size of its store space. The Newbie Femman store is the only one in central Gothenburg.

"We're delighted that Newbie is investing in Femman and has decided to move to a larger store space. Newbie is a popular brand and a key part of Femman's offering. We look forward to following the development of their store concept and journey forward," says Malin Måhlin, Retail Leasing, Hufvudstaden.

Hufvudstaden welcomes Newbie's expansion in Femman and its continued investment at the site. With its central location at the heart of Nordstan in Gothenburg, Femman is intended to be the obvious meeting place in the city, offering visitors an unrivalled retail experience.

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