

PRESS RELEASE

Hufvudstaden welcomes CAIA to Bibliotekstan

Makeup brand CAIA will open its first independent flagship store in Sweden in the spring of 2025. The brand is opening a beauty destination of 455 square metres spread over two levels at Biblioteksgatan 5.

From early 2025, you will be able to enjoy beauty brand CAIA in Bibliotekstan. The brand was founded in Stockholm by Bianca Ingrosso and Vanessa Lindblad who, together with beauty veterans Jesper Matsch and Mikael Snabb, saw a unique opportunity to enter the beauty market. The business idea was clear: to offer high-quality products at a reasonable price by selling products directly to consumers, without middlemen.

“It’s fantastic that CAIA has chosen to open its first independent store on Biblioteksgatan in Bibliotekstan. CAIA will be a welcome addition and, together with other beauty concepts, will further strengthen Biblioteksgatan as a beauty and make-up destination,” says Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

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