

PRESS RELEASE

House of Dagmar strengthens presence in Bibliotekstan with new retail investment

With a clear ambition to grow and inspire, Swedish fashion brand House of Dagmar is taking the next step in its expansion in Stockholm's most exclusive fashion district. As part of a long-term strategy, the brand is relocating within Bibliotekstan, beginning with a new pop-up concept at Smålandsgatan 20. This temporary space marks the start of a new chapter for House of Dagmar in the area, paving the way for a permanent flagship location that reflects the brand's evolving ambitions.

The brand continues to prioritise physical retail as a key part of its development and is now reinforcing its position in Bibliotekstan through a strategic, long-term establishment. Although the permanent location has not yet been disclosed, the pop-up store will open on April 22 and offer an exclusive preview of what is to come.

"As part of our 20th anniversary celebrations, we are excited to finally open our flagship store in Bibliotekstan. This is something we have looked forward to for a long time, and now the timing feels right in every way," says Sofia Wallenstam, Creative Director of House of Dagmar.

House of Dagmar is a global luxury fashion brand that creates responsible fashion for women, honouring Scandinavian heritage. With a minimalist, unconventional and sophisticated design language, the collections are crafted to suit the modern woman's everyday life. Designed in Stockholm, garments are produced by carefully selected manufacturers with a focus on longevity and minimal environmental impact.

"We are very pleased that House of Dagmar is further investing in Bibliotekstan. The brand complements our existing tenant mix and strengthens Bibliotekstan's position as the leading retail destination in the Nordics," says Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

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