

NEWS

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Hufvudstaden welcomes Axel Arigato to its new address

In June, Axel Arigato will open at a new address in a Hufvudstaden property in Bibliotekstan, Stockholm. Located at Biblioteksgatan 7, the store will have 130 square metres of retail space.

Axel Arigato was founded in 2014 by Max Svärdh and Albin Johansson. Besides its exclusive range of sneakers, the brand also offers womenswear and menswear collections and accessories. Sales currently take place online, through the company's own store in London, and through the Harrods and Le Bon Marché department stores.

"We are pleased to be able to continue working with Hufvudstaden and Bibliotekstan. Our former pop-up store on Norrmalmstorg generated an incredible response and we are delighted that together we have managed to find a permanent location in Bibliotekstan. The key for us is having the right store in the right place. Similar to the pop-up store, we intend to offer a unique concept for our new store. Besides sneakers, womenswear and menswear collections and accessories, we will also present a programme of weekly events, said Albin Johansson, CEO and Founder, Axel Arigato.

The establishment of Axel Arigato it is entirely in line with the Hufvudstaden strategy of developing Bibliotekstan into the foremost meeting point in Scandinavia for shopping, fashion and culinary experiences.

"We are very happy indeed that Axel Arigato has chosen to develop its retail model in Bibliotekstan. Their new permanent concept store is an excellent complement to the existing range, and further reinforces Bibliotekstan as a shopping destination and meeting point," said Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

For further information, please contact:

Nina Hag, Project Leader, Marketing & PR, Hufvudstaden.
Tel. 08-762 90 75 Email: nina.hag@hufvudstaden.se

Louise Kihlberg, Head of Marketing and Communications, Hufvudstaden.
Tel. 08-762 90 86 Email: louise.kihlberg@hufvudstaden.se