

## PRESS RELEASE

### **Hufvudstaden welcomes Swatch to Bibliotekstan**

**The watch brand Swatch will open a new store at Smålandsgatan 20 in Bibliotekstan in the spring of 2025. The 60-square-meter space invites visitors into Swatch's playful world, where sporty design meets advanced technology.**

Swatch is a Swiss watch brand renowned for its innovative, colourful, and affordable timepieces. Founded in 1983 by Nicolas Hayek, the brand is part of the Swatch Group, one of the world's largest watch manufacturers, which also owns prestigious brands such as Omega, Longines, and Breguet. Swatch has become a global phenomenon, recognized in many countries. The brand is synonymous with creativity and youthfulness, embodying modern, fun, and functional design.

"We are pleased to confirm that Swatch is opening a store with us in Bibliotekstan. Swatch brings a popular and unique product offering, which complements the existing range perfectly. This is another step in our ambition to develop Bibliotekstan into the premier shopping destination in the Nordics," says Emanuel Westin, Head of Business Development Retail at Hufvudstaden.

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