

NEWS

Stockholm, April 28, 2020

Hufvudstaden welcomes Ba&Sh to Bibliotekstan

In the early fall, the French fashion label Ba&Sh will be opening its first independent concept store in Sweden in Hufvudstaden's property at Jakobsbergsgatan 3 in Bibliotekstan in Stockholm. The store, with just over 100 square metres of floor space, will offer the label's entire range of ultra-stylish womenswear and accessories.

"We are extremely pleased that Ba&Sh is choosing Bibliotekstan for its first store in Sweden. This establishment will reinforce Bibliotekstan even further as the obvious destination in Stockholm for Swedish and international fashion," said Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

The establishment of Ba&Sh is entirely in line with Hufvudstaden's strategy of developing Bibliotekstan into the foremost meeting place in Scandinavia for shopping, fashion, and culinary experiences.

For further information, please contact:

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