

PRESS RELEASE

Maria Nilsson opens flagship store in Bibliotekstan

In the spring of 2022, jewellery brand Maria Nilsson will open a new flagship store in Stockholm. The store covers 120 square meters and will be located on Mäster Samuelsgatan 3 in Bibliotekstan.

Inspired by a fairy-tale world, based on fantasy, mystery and mythology, Maria has created her very unique universe. Whether it's exclusive 18k gold jewellery, silver jewellery, or expertly-made rings, materials and craftsmanship play a central role and run like a red thread throughout her work. Maria Nilsson graduated in Jewellery Design at Central Saint Martins in London in 2007 and founded her brand the same year.

- *"I see my jewellery like a way to tell fairy tales and to step into our stores will provide the feeling of stepping into another world. It feels very exciting to open a new larger space in Bibliotekstan where we can show our universe in a whole new way",* says founder and creative director Maria Nilsson.

Maria has had a store on Sturegatan 6 since 2013, along with concessions in the NK department stores in Stockholm and Gothenburg. With the opening of the new store in Bibliotekstan, the brand will close its first store on Sturegatan and invest in a new larger flagship store in conjunction with the 15th anniversary of the founding of the brand.

- *"We're delighted that Maria Nilsson is choosing Bibliotekstan for its new flagship store. The brand is an excellent complement to our existing range of brands and contributes to further strengthening Bibliotekstan as Stockholm's top destination for shopping, fashion and dining experiences,"* says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

Bibliotekstan is Stockholm's leading meeting place offering the best in international and Swedish fashion together with restaurants and cafés in an inspiring environment.

Stockholm, 10 March 2022

HUFVUDSTADEN AB (publ.)

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