

PRESS RELEASE

Hufvudstaden welcomes Dior to Bibliotekstan

French fashion house Dior is to open a new full-concept store of approximately 500 square metres at Birger Jarlsgatan 13 in Bibliotekstan in 2026. It will be the luxury brand's first own-brand store in Sweden. Dior is one of the world's most prestigious fashion houses and makes haute couture, ready to wear and accessories for both men and women.

Dior, founded in 1946 by Christian Dior, is a French luxury fashion house known for its elegant and innovative designs, the hallmarks of which combine classic glamour with contemporary style. Today, the brand offers a wide range of products, including haute couture, ready-to-wear, accessories, perfume and beauty products. Dior is a symbol of sophisticated luxury and timeless elegance, with a global presence in the luxury sector.

"We're incredibly proud that Dior has chosen one of Hufvudstaden's Bibliotekstan properties for its first store in Sweden. By doing so, Dior further broadens our offering in the luxury segment and strengthens Bibliotekstan as the premier shopping destination in the Nordic region," says Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

Stockholm, 12 February, 2025

HUFVUDSTADEN AB (publ.)

If you have any questions about this release, please contact:

Emanuel Westin, Head of Business Development Retail, or Josefin Alteby Sylvan, Marketing Manager & PR Hufvudstaden, on +46 (0)8 762 90 00.