

NEWS RELEASE

New brand and store expansions for Femman

DRM-LND - the innovative retail concept that enables customers to create their own smartphone cases and jewellery - is to open its first Gothenburg store in Femman at the beginning of August. Separately, two existing Femman stores, Lundbergs and Partyland, will move to new retail spaces in Femman over the summer.

DRM-LND's approximately 90-square-metre store in Femman will be the chain's fourth, with international expansion now expected.

Partyland, which has had a store in Femman since 2018, will move to a roughly 100-square-metre space on the upper floor at the beginning of July. The new store offers the full Partyland range.

In mid-June, Lundbergs will move into an approximately 190-square-metre space, which is more than double the size of their current Femman site. The store will have a brand-new design and the entire range of bags, wallets and gloves will be expanded with extra focus on travel products.

"We're delighted to have such glowing confirmation of Femman's attractiveness among brands and customers. Two strong brands are making new investments, and DRM-LND is opening its innovative store aimed at a young creative target group," says Malin Måhlin, Retail Leasing, Hufvudstaden.

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