HUFVUDSTADEN

PRESS RELEASE

Hufvudstaden welcomes Teurn Studios to Bibliotekstan

At the beginning of 2024, acclaimed Swedish fashion brand Teurn Studios will open its first physical store at Jakobsbergsgatan 9 in Bibliotekstan, central Stockholm. The store will occupy an area of 80 square metres and will be dedicated to offering a carefully curated selection of ready-to-wear clothing, shoes and accessories from the brand's latest collections.

Since launching in 2021, Teurn Studios has quickly become one of the brightest stars in the Swedish fashion universe. Under the leadership of the brand's founder and creative director Anna Teurnell and CEO Moa Strand, Teurn has rapidly succeeded in establishing itself as a favourite among internationally leading stylists, fashion journalists and creators. And meanwhile, the brand, with its pared-down but distinctive design and exceptional quality, has also become a regular feature in a growing number of women's wardrobes.

"*We're delighted to open our first, curated concept store at one of Stockholm's most attractive addresses in Bibliotekstan. Meeting our customers means a lot to us and we look forward to welcoming our loyal following to a new destination for style inspiration and shopping*," says Anna Teurnell, Founder and Creative Director Teurn Studios.

The arrival of Teurn's is entirely in keeping with our strategy to continue developing Bibliotekstan into Scandinavia's leading meeting place for shopping, fashion and culinary experiences.

"*We're so happy that Teurn Studios is opening a concept store in Bibliotekstan. The brand strengthens Bibliotekstan's offering of leading and high-quality fashion brands and complements our existing range well*," says Emanuel Westin, Head of Business Development Retail Hufvudstaden.

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