

PRESS RELEASE

## Hufvudstaden welcomes By Malina and Soft Goat to Bibliotekstan

**In the spring of 2024, Swedish brands By Malina and Soft Goat will open a new joint flagship store of approximately 115 square metres at Jakobsbergsgatan 3 in Bibliotekstan, central Stockholm. By Malina creates bridal collections, accessories, and ready-to-wear for women, while Soft Goat produces premium quality cashmere garments.**

By Malina was founded in 2010 by Swedish designer Malin Ek Andrén. With influences from the Mediterranean and its Hellenic heritage, By Malina creates collections of beautiful patterns and fabrics in a smart, elegant and contemporary style. All designs are made in Stockholm for a global audience with retailers based throughout Scandinavia, Europe and the rest of the world.

Shoppers will find By Malina and Soft Goat in the same store. Soft Goat is a Swedish cashmere brand, offering high-quality knitwear, designed to be wardrobe favourites for many years.

*“We’re looking forward to coming to Bibliotekstan and strengthening our presence in Stockholm. We hope to draw on our broad base of loyal customers to bring new customer groups to both brands,” says Malin Ek Andrén, Founder By Malina and Stephanie Bergström, Founder Soft Goat.*

*“We’re excited to welcome By Malina and Soft Goat to Bibliotekstan. By Malina is an excellent complement to our existing offering with its international look and modern style. Soft Goat adds quality knitted garments that last, which aligns perfectly with our broader offering,” says Gustav Lundén, Acting Head of Business Development, Retail at Hufvudstaden.*

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