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Hufvudstaden welcomes Cervera and Deichmann

Sweden's leading home and kitchen furnishing brand, Cervera, and top shoe retailer Deichmann are set to open new stores in Gothenburg's Femman shopping centre in the spring of 2023. The two stores will be next door to each other at ground floor level and will have surface areas of 370 and 380 square metres, respectively.

Cervera offers products and gifts for the home and kitchen with sales online and through approximately 70 bricks and mortar stores across Sweden. Cervera is owned by Norwegian group Home Brands. The store, in the Nordstan complex, will have a large assortment of brands.

"Femman in Nordstan is a vibrant hub and a perfect fit for our concept. The new store means that we'll strengthen our presence in Gothenburg and enable us to offer more customers our inspiring range of quality products," says Hans Redig Bolin, CEO Cervera.

Deichmann Group is currently Europe's leading retail shoe chain and has approximately 4,300 stores in 31 countries. They offer a wide range of brands and models for men, women and children, including sport brands such as Adidas, Nike, Puma and Kappa.

"We look forward to opening our new store in line with our new concept in Femman in Gothenburg. It'll offer great quality shoes for the whole Deichmann Nordic, atable prices," says Thomas Christensen, CEO

"It's fantastic to see continued interest from fashion and interior design brands to open stores in Femman. Cervera and Deichmann complement our existing offering and contribute to strengthening Femman and Nordstan as premium shopping destinations," says Emanuel Westin Head of Business Development, Retail at Hufvudstaden.

HUFVUDSTADEN AB (publ.)

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