

PRESS RELEASE

## **Athletic apparel brand lululemon expands in Bibliotekstan**

**Performance wear brand lululemon is expanding and opening a new store at Biblioteksgatan 9 in Bibliotekstan. The new store extends over approximately 400 square metres and will offer lululemon’s wide range of all gender apparel and accessories. lululemon’s new store is the most recent in a series of new store openings at street level in Vildmannen 7, meaning that the property is now fully leased.**

lululemon was founded in Vancouver, Canada, in 1998, and is present today in large parts of the world. The brand is famous for technical products, rooted in yoga and now expanded to include run, train, casual, and more. Community has always been at the core of lululemon; in addition to its comprehensive product offering, the store will be a hub for connection—serving new and existing guests in Stockholm.

*“We’re very happy to welcome lululemon to our rebuilt property in Bibliotekstan. The brand will continue to contribute with a loyal target group of fitness enthusiasts, which complements the existing range well. There is considerable interest in setting up in the property and we continue our journey of developing Bibliotekstan into the best shopping and meeting place in the Nordics,”* says Emanuel Westin, Head of Business Development Retail Hufvudstaden.

Hufvudstaden’s Vildmannen 7 property was gutted by fire in 2017, since when it has undergone a substantial restoration to once again welcome office space and retail tenants and was ready for occupancy in July 2023.

Stockholm, March 26th 2024

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 Bibliotekstan, on +46 (0)8 762 90 00.

For lululemon: Alys Wikmark, PR & Communications Director, lululemon EMEA, [adewey@lululemon.com](mailto:adewey@lululemon.com)