

NEWS RELEASE

Hufvudstaden welcomes Samsoe Samsoe's new concept store to Bibliotekstan

Samsoe Samsoe is to open a new store at Smålandsgatan 20 in Stockholm in mid-December. In a 170sqm space, the brand will offer its full range of fashion and accessories for women and men.

Samsoe Samsoe is a Scandinavian brand that was founded in Copenhagen in 1993. Today, Samsoe Samsoe is seen as an international fashion house that makes contemporary clothing, shoes and accessories for men and women. The style is Scandinavian, minimalist, informal and aesthetically relaxed.

The arrival of Samsoe Samsoe will be a welcome feature for other stores in Bibliotekstan. We see the opening as another part of Hufvudstaden's strategy to develop Bibliotekstan into Scandinavia's top destination for Swedish and international fashion.

"We're delighted that Samsoe Samsoe has chosen Bibliotekstan for its new Stockholm concept store. The brand complements our existing offering well and contributes to strengthening Bibliotekstan as Stockholm's obvious destination for Swedish and international fashion," says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

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