

PRESS RELEASE

Hufvudstaden welcomes Closely to Kungsgatan

Up-and-coming lingerie brand Closely is set to open its first physical store – covering approximately 180 sqm – on Kungsgatan 4 in central Stockholm in the spring of 2022. Closely is a lingerie brand dedicated to functionality and sustainability.

Closely was founded in 2019 by Tove Langseth and Filip Nilsson and has quickly established itself as a fresh, progressive alternative for underwear and sportswear in Sweden and other countries. The brand is focused on innovative design and functionality. The entire collection is designed to feel liberating and sensual and be as sustainable as possible. The range includes bras, panties, leggings and sports tops.

“Closely is all about fantastic materials and awesome fits. We try to create a feeling of freedom that is really only possible to experience IRL. That’s why we’ve been planning to open a store ever since we started. It took a little longer than we expected to find the right premises, but it was worth the wait. Now we’ve found the ideal location on a part of Kungsgatan that we just love, and with a large, swanky staircase right in the middle of the store! This will be our home in Sweden for the foreseeable future,” says Langseth.

“We’re delighted that Closely has chosen to open its first physical store in one of Hufvudstaden’s properties on Kungsgatan in Stockholm. The new store will be a welcome addition to the area, and one that further strengthening Kungsgatan as a shopping street and lively meeting place at the heart of the city,” says Emanuel Westin, Head of Business Development, Retail, Hufvudstaden.

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