

PRESS RELEASE

Four new stores open in Gallerian Femman in December

Four new stores are to open in Femman – Gothenburg’s top retail destination – in December. The four stores include two brands that are moving to larger outlets, and two brands establishing a presence in Femman for the first time. Leading baby and kids clothing brand Newbie, and luxury lingerie brand Intimissimi are doubling the size of their outlets to full concept stores. The smartphone accessory and repair chain Mobello, and telephony and home electronics retailer Euronics are the new additions to Femman.

Ahead of this year’s Christmas shopping period, four new stores are opening in Femman, located in Gothenburg’s Nordstan district. Mobello opened its doors last week, and Newbie is set to open its largest store to date this week, offering children’s clothing and interior design. Intimissimi will also open this week, expanding its range of underwear and adding their men’s collection. Euronics will open its store in the run-up to Christmas.

“It’s so exciting to announce these four store openings. We’re delighted that these brands chose Femman for entirely new outlets and to open larger sites. It’s especially fun to have these new additions before the Christmas season and to be able to offer visitors to Femman and Nordstan such great stores,” says Malin Måhlin, Retail Leasing, Hufvudstaden.

With its central location at the heart of Nordstan in Gothenburg and range of leading brands, Femman offers visitors an unrivalled retail experience.

Gothenburg, December 5th 2023

HUFVUDSTADEN AB (publ.)

If you have any questions regarding this press release, please contact:
Marie Larsson, Project Leader Markets, at marie.larsson@hufvudstaden.se, or +46 (0)70 562 21 33