

## PRESS RELEASE

### Hufvudstaden welcomes Stylein to Bibliotekstan

**In the spring of 2025, Swedish-founded Stylein will open a new permanent 60-square-meter flagship store at Mäster Samuelsgatan 6 in Bibliotekstan. Stylein is a fashion designer for womens wear and represents a unique interpretation of Scandinavian minimalism, with a strong focus on sustainability, quality, and timeless design.**

Stylein was founded in 2001 by Elin Alemdar and is distinguished by its Scandinavian minimalism, with a strong emphasis on high-quality materials and impeccable fit. The brand seamlessly combines timeless and contemporary design, ensuring longevity and enduring wearability. This spring, Stylein will open a new flagship store, where it looks forward to welcoming both new and returning customers in Stockholm's premier shopping district.

*"We have long been searching for the opportunity to open a flagship boutique where our brand can truly shine and express its authentic DNA. Personally, I am excited to create this space where we can connect with and inspire our customers, while also seeing it as an extension of the community we have built over so many years. Bibliotekstan is the obvious choice for establishing our presence in Stockholm,"* says Elin Alemdar, Founder, CEO, and Designer at Stylein.

*"We are thrilled to welcome Stylein to Bibliotekstan. The brand's unique offering perfectly complements our existing portfolio, further strengthening Bibliotekstan as the leading shopping destination in the Nordics,"* says Emanuel Westin, Head of Business Development Retail at Hufvudstaden.

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**If you have any questions about this release, please contact:**

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