

## MEDIA RELEASE

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### **Hufvudstaden welcomes ASKET to Bibliotekstan**

Swedish brand ASKET is to open in one of Hufvudstaden's properties at Norrmalmstorg in Bibliotekstan, central Stockholm, in the spring of 2021. The store has an area of 120sqm.

Asket is a sustainable menswear brand on a mission to reduce the overconsumption of clothing. The company's business concept is to abandon seasonal collections and instead build a permanent collection of mindfully produced, traceable, and timeless quality garments. Asket was established in 2015 by August Bard Bringéus and Jakob Dworsky.

*"It's extremely gratifying that ASKET has chosen Bibliotekstan as the location for its first physical store. The ASKET collection is a great match for our existing range and the brand's business model has a well-defined sustainability focus. ASKET will strengthen Bibliotekstan as a shopping destination and meeting place,"* says Luckas Stjernberg, acting Director of Business Development Stores, Hufvudstaden.

The arrival of ASKET will help to continue the development of Bibliotekstan as Scandinavian's top meeting place for shopping, fashion, and eating experiences.

For more information, please contact:

Josefin Alteby, Project Leader Marketing & PR, Hufvudstaden.  
+46 (0)8 762 90 76; [josefin.alteby@hufvudstaden.se](mailto:josefin.alteby@hufvudstaden.se)