

News

Stockholm, 17 December 2019

Hufvudstaden welcomes the Fightbox training concept to Kungsgatan

In spring 2020, Fightbox will open in Hufvudstaden's property on Kungsgatan in the centre of Stockholm. The premises are directly beside the new Chimi flagship store although the entrance is at Brunnsgatan 5. Fightbox is a hyper-modern concept that combines functional weight training with martial arts-inspired physical training in a stimulating disco environment. Deriving inspiration from the hottest concept in New York and Los Angeles, the Fightbox success story has unfolded over a four-year period. They currently have centres at Slussen and St Eriksplan. Ever since it was first launched in 2015, Fightbox has proved to be a highly popular concept with classes that include Circuit training, WOD, Fight-based physical training, Box N Burn and Thai boxing.

"We are extremely pleased to have the opportunity to open at this address. We have waited for this chance for four years. Being able to develop our operations with the benefits these premises have to offer is indescribably inspiring. We can hardly wait to give the people of Stockholm the most complete training experience on the market," said André Bånghäll, Head of Marketing at Fightbox AB.

At the new unit, Fightbox will broaden the concept even further and offer customers more floor space and the opportunity to work with their own training programmes.

"We are extremely pleased that Fightbox has chosen one of Hufvudstaden's properties on Kungsgatan for its latest establishment. The Fightbox training concept reinforces our customer offering and contributes to further developing Kungsgatan as a central meeting point in the very heart of the city," said Emanuel Westin, Head of Business Development Retail, Hufvudstaden.

Hufvudstaden is working in close partnership with the City of Stockholm and other property owners to develop the area around Kungsgatan.

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