

News

Stockholm, 11 December 2019

Hufvudstaden welcomes Chimi Eyewear to Kungsgatan

In spring 2020, Chimi Eyewear will open a new flagship store in the Hufvudstaden property at Kungsgatan 6 in the centre of Stockholm. The Swedish Chimi Eyewear brand was founded in 2016 by Charlie Lindström and Daniel Djurdjevic. Chimi offers high-quality, value-for-money sunglasses with a distinct fashion factor adapted to match the lives of colourful people.

"We are proud to have the opportunity to create our brand universe in one of the most commercial streets in Sweden. Chimi is on an exciting global journey and it is vitally important to us to demonstrate where we are coming from and to reflect this in the form an attractive marketplace for our flagship store. We extend our gratitude to Hufvudstaden for having the confidence and foresight to invest in young and highly ambitious companies, and we are looking forward to opening our doors in spring 2020," said Jonas Löhr, Commercial Director, Chimi Eyewear.

"We are extremely pleased that Chimi is choosing to open its new flagship store in one of Hufvudstaden's properties on Kungsgatan in Stockholm. It will be a welcome addition to the area and will contribute to further reinforcing Kungsgatan as a shopping destination and central meeting point," 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.

For further information, please contact:

Nina Hag, Project Leader, Marketing & PR, Hufvudstaden.
Tel. 08-762 90 75 Email: nina.hag@hufvudstaden.se

Louise Kihlberg, Head of Marketing and Communications, Hufvudstaden.
Tel. 08-762 90 86 Email: louise.kihlberg@hufvudstaden.se