

Hufvudstaden welcomes Arket to Stockholm

In the spring of 2018, the H&M Group's new brand Arket will open its first store in Sweden in one of Hufvudstaden's properties in Bibliotekstan. The store, with approximately 1,000 square metres of floor space over three floors, will be located at Biblioteksgatan 9.

"We are proud that the H&M Group has chosen Hufvudstaden and Bibliotekstan for its new brand Arket. The establishment of Arket is entirely in line with our strategy of developing the area around Biblioteksgatan and reinforcing the position of Bibliotekstan as the foremost shopping destination in Scandinavia, says Ivo Stopner, President, Hufvudstaden.

The brand will focus on creating a modern marketplace that offers essential clothing collections for men, women and children, along with a carefully selected range of kitchen and lifestyle products. The store will also include a café based on the New Nordic Food Manifesto.

The first store to be opened will be in London, accompanied by the launch of online stores in 18 European countries. Further stores will be established in Brussels, Copenhagen and Munich.

Biblioteksgatan 9, the site of the new Arket store, is currently undergoing a full refurbishment. Work will be completed in 2018 and the building will include both office and retail space.

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