

Premiere for Lindex in Croatia

The next country for Lindex to establish in is Croatia, making the country the 16th market for the fashion chain. The store will open in the capital Zagreb at the end of September, right in the middle of Lindex' big autumn campaign with Missoni.

- Offering fashion-conscious women affordable and inspiring fashion is a successful concept that has proved attractive to women in many countries, and we eagerly anticipate capturing new fashion markets in the future, says Göran Bille, CEO of Lindex.

The store, that will be run through franchise, will be Lindex' first in Croatia, and is located in the attractive Avenue Mall shopping centre in Zagreb. The new store incorporates Lindex' latest store concept where the interior design highlights the brand's Scandinavian heritage. Natural materials and the interaction of different textures and patterns result in a welcoming store in a modern environment. With this latest opening Lindex now has a presence in three Balkan countries, the others being Bosnia-Herzegovina and Serbia, where the first store was opened on 1 September.

- We have had a presence in the Balkan region for a few years now, and our growth within Lindex Franchise continues. We are really looking forward to opening our first store in Croatia, allowing us to offer our Croatian customers a world class fashion experience as well, says Johan Eyram-Isacson, Head of Business Area Franchise.

The store is opening at the same time as Lindex launches its big autumn campaign, Lindex Missoni, where the world famous Italian fashion house Missoni has combined with Lindex to support breast cancer research. The cooperation has resulted in a unique collection consisting of ladies' and children's wear, lingerie, and accessories. 10 per cent of the total sales price goes directly to combat breast cancer. The collection is due to be launched on 25 September and will be on sale at all Lindex stores in the Nordic countries, Central Europe, the Middle East and Iceland, as well as at www.lindex.com.

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For more information, please contact:

Kaisa Lyckdal
Press Relations Manager, Lindex
Tel: 46 31 739 50 60
E-mail: kaisa.lyckdal@lindex.com