



Today Lindex opens a unique flagship store

Today Lindex opens a new flagship store with the latest interior design concept at Sergelgatan in Stockholm. The store is unique in many ways, from store concept to staff and service that will take the fashion experience to a new level.

The store is a full assortment store with fashion for women, children and lingerie and has one of Stockholm's most central locations. With an area of 1,300 square meters, this is the fashion chain's largest store in Stockholm.

"We have many customers who like Lindex in Stockholm and now we get the opportunity to give them even more inspiration in a store that certainly stands out", says Elisabeth Pergi, Country Manager, Lindex Sweden.

Lindex took over the contract from Intersport before summer and has since then had busy days to complete the store according to the fashion chain's latest store concept. The new store concept reflects the brand's Scandinavian heritage in the interior, such as the natural materials and the meeting of different textures and patterns.

"To inspire our customers is always the goal when we build a store but here we have taken it a few steps further. We simply twisted the concept a little bit. For example, we have a stage in the store that we will use for various fashion and PR events. We offer more inspiration, in terms of mannequins and exciting facade sections, and we will test new technologies that will simplify for the customer, to mention a few examples of what makes the store on Sergelgatan unique", says Elisabeth Pergi.

Employees are carefully selected to the store. "It's been a huge interest to work in this store, so it has been easy to put together one, for this shop "dream team" with a focus on service and the visual in the store", says Eva Bergman, Store Manager Sergelgatan.

Lindex Showroom which is part of Lindex's press office, is moving in next door to the new store, with collections and showroom for fashion press and bloggers.

For more information, please contact:

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Lindex is one of Europe's leading fashion chains, with more than 470 stores in 16 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, kids' wear and lingerie for women who are interested in fashion. Lindex is part of the Finnish-listed Stockmann group. More information is available at www.lindex.com