

Lindex opens its first own store in Denmark



The Swedish fashion company Lindex opens its very first own store in Denmark as part of its continued international expansion. The store, marking an important milestone in the company's growth journey, will be located in Rødovre Centrum, in the western suburbs of Copenhagen.

'We are very happy to take the next step in our expansion and open our very first own store in Denmark, making our fashion even more accessible to Danish customers. Denmark is an important market for us as we continue to strengthen our presence across the Nordics. With this store opening, we look forward to building new customer relationships and offering our existing Danish customers an even better shopping experience,' says Susanne Ehnåge, CEO of Lindex.

The new store will be situated in one of Copenhagen's most popular shopping destinations, Rødovre Centrum, and offer Lindex's womenswear, lingerie, and kidswear. Opening during the autumn, the 600-square-metre space will serve as a key entry point for the expansion of Lindex's own physical stores in Denmark. The store will showcase the brand's full assortment, where Swedish design combines timeless functionality with a contemporary, joyful expression, creating solutions for everyday life and a long-lasting wardrobe.

Lindex full assortment is also available at lindex.dk, allowing Danish customers to explore the brand both in-store and online. This reflects the fashion company's ongoing commitment to expanding its presence while delivering a seamless shopping experience across physical and digital platforms.

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