

## Premiere for Lindex in Serbia

**The Lindex fashion chain continues its international expansion and has now signed a contract for opening its first store this autumn in Belgrade, Serbia. The fashion chain will then have stores in 15 countries. Lindex' business concept, to offer inspiring and affordable fashions to fashion-conscious women, has shown to be successful in many countries and the interest on the market is big.**

The new store, that will be run through franchise will be Lindex' first in Serbia. After the opening this autumn, Lindex will have 98 franchise stores in 5 countries; UAE, Saudi Arabia, Iceland, Bosnia-Herzegovina and Serbia.

– We have succeeded in creating a strong concept that is attractive for fashion-interested women in many countries and it is going very well for many of our franchise partners. I eagerly look forward to Lindex continuous expansion. Franchising is a good way for us to reach out on markets where we otherwise would not have had the opportunity to establish ourselves, says Göran Bille, CEO Lindex.

The Lindex store, that will be opened in the capital of Serbia, Belgrade, will be furnished according to Lindex' latest store concept that creates a modern shopping environment with fashion concepts within Women's wear, Kids's wear and Lingerie. The new store concept enhances Lindex' Scandinavian heritage in the store interior, which for example can be seen in natural materials and the meeting between different structures and patterns. At the Lingerie department the customers are met by a modern and feminine feeling with colours such as white, grey and pink. At the Kids' department an expressive and dynamic feeling is created by strong colours and patterns. The fitting rooms have also got a new expression with a pleasant lighting.

**News!** [Subscribe](#) to Lindex press releases and follow us in social medias.

**For more information, please contact:**

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

Lindex is one of Europe's leading fashion chains, with more than 450 stores in 14 markets. Our business concept is to offer inspiring and affordable fashion. The Lindex selection encompasses a variety of fashion concepts within women's wear, children's 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](http://www.lindex.com)