

## Lindex opens store in London

Lindex will open their first store in the fashion metropolis London during spring 2015. The store will open in the shopping centre Westfield Stratford City and a local distribution centre will also be in place. The local online shopping site for the fashion chain has already been launched.

The investment is an important step in strengthening the Lindex brand internationally and a continuation of the fashion chain's international expansion.

"This is a great day in our history. We have longed to offer our affordable and inspiring fashion in an exciting city like London, one of the world's most attractive shopping destinations," says Ingvar Larsson, CEO at Lindex.

The store will offer a modern shopping environment that highlights the brand's Scandinavian heritage through interior decoration and environment.

"We strive to offer a world-class fashion experience, both in-store and online. This includes everything from interior decoration and service level to the fashion we offer and how we present it. Having a good store location along with an online store allows us to reach a wide range of customers starting from day one," says Ingvar Larsson.

A high level of accessibility is an important factor for establishment. Thanks to a distribution centre in place, the store can get quick replenish. British customers can already now shop easily and conveniently in local currency at [lindex.com](http://lindex.com). Via the online store, customers from other parts of the country can also be reached.

### Facts about British fashion and retail

- The total turnover in British fashion trade is expected to increase by 18.7 percent, from GBP 50.4 to 59.8 billion between 2013 and 2017.
- London is one of the world's most popular destinations for fashion shopping, with more global brands than any other metropolis in the world.
- 40 percent of the total tourists' consumption in London occurs in retail, which is estimated to correspond to GBP 92 billion.
- Retail in Great Britain employs more than 3 million people. It represents more than 10 percent of the total workforce, making the sector the largest private employer. In London alone, retail generates 400,000 jobs.

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Lindex is one of Europe's leading fashion chains, with more than 480 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, men'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](http://www.lindex.com)