

New interior concept at Lindex London Premiere

On March 27th, at the store opening in Westfield, Stratford City, Lindex will unveil its latest store concept. The new interior design will reflect the brand's Scandinavian feel and give customers a "look and feel" brand experience.

"We have transformed the space for our international customers and are very satisfied with the new concept. The interior really elevates the in-store assortment and gives customers the best shopping experience", says Henrik Rosenlund, Store Concept Manager at Lindex.



Custom-designed for this store, the interior consists of bright colours, different shades of white and touches of black and wood to give it a Scandinavian feel. In addition, red accents and details throughout the store reflect the brand's trademark and logo. The simplicity of the interior and the sustainable design and quality are other details that reflect the Lindex brand ethos.

"We look forward to revealing the new interior design in London and gradually implementing elements of it in our stores internationally", says Henrik Rosenlund

The space has ceilings measuring seven metres which gives visitors a superb and inspirational first impression and a warm welcome to the store. The store has many more inspirational design features than the previous concept. It also has an advanced point of sale solution, making it simple and easy to collect goods ordered at lindex.com, as well as submit garments for recycling.

Lindex was named "[Fashion Chain of the Year](#)" in 2013 and has previously won awards for successful interior design conception.

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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