

PRESS RELEASE

## **Hufvudstaden welcomes Chanel Beauty Store to Gothenburg and Stockholm**

In autumn 2017, Chanel will open its new concept Chanel Beauty Store in Hufvudstaden properties in Gothenburg and Stockholm. The store in Gothenburg will be located at Fredsgatan 2 in Fredstan, and the store in Stockholm will be at Mäster Samuelsgatan 3 in Bibliotekstan.

The establishment of Chanel Beauty Store is entirely in line with Hufvudstaden's strategy of developing and reinforcing the areas around the company's properties.

*"Hufvudstaden's aim is to offer successful retail and office tenants prime business locations in central Stockholm and central Gothenburg. We are therefore extremely pleased to welcome Chanel Beauty Store to Hufvudstaden's properties in Fredstan and Bibliotekstan," says Ivo Stopner, President, Hufvudstaden.*

The vision, together with the City of Gothenburg and other property owners in the area, is to make Fredstan an even more attractive location. Fredstan will offer the best in international fashion although local brands and concepts are vital if the area is to be an attractive shopping destination.

Stockholm, September 18, 2017

HUFVUDSTADEN AB (publ)

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