

## PRESS RELEASE

### **Hufvudstaden welcomes HUGO BOSS to Gothenburg**

HUGO BOSS is due to open its first BOSS store in the Fredstan area of Gothenburg at the end of 2018. Located in the Hufvudstaden property at Fredsgatan 2, the store will have approximately 350 square metres of floor space on two levels, with both womenswear and menswear. The establishment of the international brand BOSS is entirely in line with the Hufvudstaden strategy of developing and reinforcing the Fredstan area.

*“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 that HUGO BOSS has decided to establish a BOSS store in a Hufvudstaden property in Fredstan,”* says Ivo Stopner, President of Hufvudstaden.

Fredstan offers the best in international fashion, but also local brands and concepts are important if the area is to be an exciting and inspirational shopping destination. Chanel Beauty Store, Michael Kors and da Matteo are already operating in Hufvudstaden properties in Fredstan.

By preserving and modernising parts of the area, Hufvudstaden is seeking to create a vibrant district characterised by a clear identity, attractive street settings, and places to meet and engage. The task of developing Fredstan is taking place in close collaboration with the City of Gothenburg, Vasakronan and other property owners in the area.

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HUFVUDSTADEN AB (publ)

Ivo Stopner  
*President*

*If you have any questions, please contact: Fredrik Ottosson,  
Head of the Gothenburg Business Area, phone +46 (0)31-710 21 00.*