

Lindex expands in the UK with new kids store



As one of the leading brands in kidswear in the Nordics, the Swedish fashion company Lindex continues its growth journey with the opening of its third store in London. Building on the success of the fashion company's kidswear, the new store will exclusively focus on children's clothing, reinforcing Lindex's commitment to providing kidswear that unites comfort, quality and playful design.

'The UK is an exciting market with great potential, and we look forward to continuing our growth journey here. We are pleased to expand our presence with this new location at the historic and iconic Battersea Power Station, welcoming even more customers to discover Lindex's kidswear – rooted in Swedish design and created with our philosophy of letting kids be kids. This establishment marks an important step in Lindex's expansion and our ambition to reach even more customers,' says Caroline Öhgren, Chief Commercial Officer at Lindex.

Located at Battersea Power Station, London's newest shopping destination on Electric Boulevard, the store is an evolution of Lindex's first dedicated kids store. Designed to offer an inviting and inspiring shopping experience, the store, more than twice the size of the fashion company's first kids store, aims to create a welcoming space for customers.

The fashion company's kidswear is designed to be used and reused for a long time, with a focus on comfort, functionality, quality and playful design. The new store offers clothing for children from newborn up to size 128 cm. In addition to Lindex's existing kids store in Westfield Stratford City and full assortment store in Bluewater, offering womenswear, lingerie and kidswear, Lindex's full assortment is also available on [lindex.com](https://www.lindex.com).

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