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Haglöfs to open Brand Outlet in Barkarby

Haglöfs' third Swedish Brand Outlet opened its doors in mid March at the outdoor-themed Stockholm Quality Outlet in Barkarby, just outside Stockholm. The 280m² store will feature a large selection of products at lower prices.

"Haglöfs Brand Outlet Barkarby is a great opportunity for us to be able to clear out the products and colors that have been discontinued from our range. This also means that we can focus only on new products in Haglöfs Brand Store located in Stockholm city," says Jonas Karlsson, country manager for Haglöfs Sweden.

Haglöfs Brand Outlet Barkarby opened on March 12th and will initially be a pop-up store meanwhile the regular store is being built during the spring. Completed the store will cover 280m².

"Stockholm Quality Outlet is a natural choice of location for our Brand Outlet as a number of outdoor brands are already represented here", concludes Jonas Karlsson.

The outlet in Barkarby will be Haglöfs' third Brand Outlet in Sweden. There were previously one outlet in Haparanda and one in Avesta.

Text and any associated images can be downloaded at www.haglofs.com/press.
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Haglöfs is one of the world's leading outdoor suppliers and offers a responsible brand that meets modern day demands for products with a high level of functionality, good design and value for money to people who invest in an active outdoor lifestyle. Sales for 2012 amounted to SEK 690 million and the company has over the last five years achieved an average growth of 9 percent. Haglöfs is owned by ASICS Corporation since 2010. www.haglofs.se

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