Haglöfs, September 20th, 2018

**HAGLÖFS to open FIRST STORE IN GOTHENBURG**

**Outdoor brand Haglöfs’ strategic plans on expanding its retail business in key locations throughout Europe takes another step forward through the opening of a new brand store in Gothenburg.**

Over the last couple of years, Haglöfs has taken several measures to increase brand awareness and relevance among its consumers, as to strengthen its brand position in a global market. One of the actions has been to complement its wholesale business with its own retail business. Today Haglöfs has its own stores in key locations such as Stockholm, Åre, Oslo and Chamonix, and the plans are to further expand its own retail in more key destinations throughout Europe, within the next coming years.

As a first step, a new Haglöfs Brand Store in central Gothenburg will open shortly. Located on a premium location in the crossing of Kungsgatan/Magasingatan, the 106 m² large store will feature the newly developed store concept Renlav, inspired by the brand’s heritage from Dalarna, Sweden.

“With our own brand stores, we get the unique opportunity to offer our consumers the full Haglöfs collection, and in a setting that we believe inspires them to get out into nature. After Stockholm and Åre, we are thrilled to be opening our first store in southern Sweden” said Carsten Unbehaun, CEO for Haglöfs.

The new Haglöfs brand store is scheduled to open in early November 2018.

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