

Lyko Expands Again – Third Store Opening in Sello in spring 2025

Beauty specialist Lyko continues its rapid growth in Finland, expanding its store network to Espoo as the country's third Lyko store opens in Sello Shopping Center in spring 2025. The success of both physical stores and e-commerce continues to drive the brand's growth.

"Lyko's growth in Finland has been strong, both online and in-store. Our omnichannel strategy, broad and trend-driven assortment, and experiential customer experience have made us the fastest-growing beauty retailer in the market. We are very excited to open a new store in Espoo, further strengthening our presence in the Helsinki metropolitan area," says Erica Wredberg, Chief Retail Officer at Lyko.

In recent years, Lyko has firmly established itself in the Finnish beauty market. In addition to a strong online presence and a user-friendly app, growth is fueled by a unique omnichannel store concept. The first Finnish flagship store, which opened in Helsinki's Forum shopping center in spring 2023, has become one of the chain's top-performing locations in both sales and customer satisfaction.

"It has been incredible to see Lyko Forum emerge as one of the most successful stores in the entire chain, attracting visitors from all over Finland. Our unique store concept truly stands out in the Finnish market, and it's clear that our customers love it," Wredberg adds.

New store locations are continuously sought, and Lyko plans to expand its network as suitable spaces become available. Sello Shopping Center was selected as an ideal location due to its high foot traffic, growing customer flow, and central positioning, allowing Lyko to serve the Helsinki metropolitan area even better.

"Our Beauty Playground concept, where visitors can test, explore and smell and products, truly resonates with our customers. Our stores are not just shopping destinations; they are also crucial for connecting with our community," says Erica Wredberg, Chief Retail Officer at Lyko.

"We are delighted to welcome Espoo's first Lyko store to Sello. Lyko's unique store concept is a perfect addition to our nearly 160 stores, offering customers unique experiences in the world of beauty," says **Riikka Tuomainen**, Shopping Center Manager at Sello.

The new Lyko store in Sello will be Finland's second-largest Lyko store, featuring a wide selection of the latest beauty trends, from hair and skincare to makeup and fragrances.

Recruitment for the new store's staff will begin in February, and in May 2025, Lyko will welcome beauty lovers in Espoo to the grand opening of its new Beauty Playground in Sello.

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About Lyko

Lyko Group AB (publ) is a beauty specialist with the market's widest range, inspiring and guiding customers to their best selves. The group operates the website Lyko.com, 32 fully owned integrated stores and salons in Sweden, Norway, and Finland, as well as a business-to-business operation with two factories in Sweden for the manufacturing of beauty products. The business employs close to 1200 people. Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, corp@avanza.se, is the company's Certified Adviser. Visit Lyko.com for more information.

Image Attachments

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