

# Lyko opens a 500 sqm FabStore in Kalmar – a Beauty Playground arrives at Giraffen

**Now we're taking the next step. At the end of April 2026, the world's second Lyko FabStore will open at Kvarteret Giraffen in Kalmar, a completely new Beauty Playground built from the ground up and packed with beauty joy.**

The new store will span just over 500 square meters and marks the starting point of Lyko's physical expansion in 2026.

– "Kalmar feels absolutely right for the next FabStore. Kvarteret Giraffen has the right energy, the right footfall, and the right audience. This is not just a new store, but the beginning of a new Lyko experience in the region," says Markus Axelsson, Head of Expansion at Lyko.

– "Recruitment is in full swing, and the response has exceeded expectations with a record number of applications. It's especially exciting to see that the people of Kalmar are at least as excited about Lyko as we are about Kalmar," Markus continues.

FabStore Kalmar will be a place where beauty is not just purchased, but experienced. Customers will be welcomed by a world of fragrance, a makeup heaven with our Playbars, and plenty more within skincare and haircare. Everything comes together in a colorful, playful, and experience-driven environment unlike anything Kalmar has seen before.

– "Welcoming Lyko to Kvarteret Giraffen is proof that we are working strategically in the right direction with the meeting place. Lyko's target audience and concept make this establishment particularly exciting," says Martina Adolfsson Nyström, Center Manager at Kvarteret Giraffen.

The first Lyko FabStore opened at Täby Centrum at the end of 2025 and quickly became a major success.

– "We've built FabStore with a clear blueprint that allows us to scale quickly without compromising the experience. Kalmar is the next step, and more will follow. We'll communicate the exact pace further down the line," says Erica Wredberg, Chief Retail Officer at Lyko.

## **About Lyko FabStore**

### **Retail that feels**

FabStore is Lyko's take on the future of retail, where experience, inspiration, and community are just as important as the assortment.

### **Built to grow**

The first step in an expansion journey that truly accelerates from 2026.

### **Bigger, bolder, more fun**

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A maxed-out shopping experience with generous spaces, smarter flows, and Playbars that make it easy to test and discover.

### **Beauty Power House**

FabStore strengthens Lyko's position as the obvious destination to engage, surprise, and inspire.

### **For more information, please contact**

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### **About Lyko**

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Lyko Group AB (publ) is a beauty specialist passionate about making beauty accessible, inspiring, and fun for everyone! With the market's widest assortment, a beauty playground where you can explore everything around the products, and be part of an inspiring community.

Our operations span across eight countries via Lyko.com, the Lyko app, and 35 stores in Sweden, Norway, and Finland. But we don't stop there! We manage the entire chain from product development in our labs and manufacturing in our factory in Gothenburg to warehousing and sales to hairdressers and retailers. 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](https://lyko.com) for more information.

### **Image Attachments**

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[Lyko FAB Store Täby](#)

### **Attachments**

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