

Lyko Opens New City-Centre Store in Örebro on Black Friday

Just in time for the year's biggest shopping day, Lyko is opening the doors to a brand-new city-centre store at Köpmangatan 18 in central Örebro. This will be our 37th store and our second location in Örebro.

More than 200 square metres of beauty right in the heart of the city. Here, the people of Örebro will have even more Lyko to explore, with haircare, skincare, makeup and fragrance, along with our signature offering: beauty inspiration.

The new store will complement our existing location at Marieberg Shopping Centre and allow us to meet even more beauty enthusiasts where they already spend their time in the city centre.

"We see strong demand for more Lyko in physical retail and have a clear ambition to continue growing towards 100 stores over time. Our latest opening in Kalmar broke all previous opening records. When the right locations become available, we want to be able to act, and now we have the right conditions to open in the heart of Örebro," says Rickard Lyko, CEO and Founder of Lyko.

The new store is located at Köpmangatan 18, next door to Normal, in premises previously occupied by Vero Moda. It will be Lyko's second store in Örebro and another example of how Lyko continues to expand its physical presence across Sweden.

"Customers will experience something completely different from our store at Marieberg. Örebro is getting an entirely new beauty destination, with all the fun and inspiring elements that customers have come to expect from Lyko today," says Erica Wredberg, Director of Stores at Lyko.

Erica continues: *"Örebro city centre has been a location we've had our eye on for a long time. It's a vibrant urban centre in a growing region and a university city, with strong retail activity and plenty of people on the move. We're excited to finally establish ourselves here."*

"The Christmas shopping season officially kicks off on 27 November with Black Friday, and we look forward to welcoming the people of Örebro during this year's holiday shopping period. Recruitment of sales advisors is already underway, and the response has been overwhelming," Erica Wredberg concludes.

"This location fits perfectly with our ambitious expansion plan for the coming years. It is the first time we are opening a second store in a regional city, and this marks the first step towards similar future expansions in other cities. Behrn Fastigheter has been on board throughout the entire process, and now we're moving full speed ahead to be ready for a ribbon-cutting ceremony on Black Friday. The new store is being built according to our new Lyko Store concept, developed specifically for city-centre locations. It is a more compact version of our larger FAB Store concept. The idea is to create an inspiring beauty destination even when space is limited, and the concept will serve as a blueprint for future city-centre openings," says Markus Axelsson, Head of Store Expansion at Lyko.

So, the countdown to Black Friday begins. Örebro, we'll see you at Köpmangatan!

For more information, please contact

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About Lyko

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 36 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 1100 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

[Lyko](#)
[Marcus Erica Rickard](#)

Attachments

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