

Lyko launches our first Fab Store – the blueprint for the next hundred

Lyko is now taking the next big step in our retail journey by opening our very first Fab Store – a blueprint for the beauty stores of the future that will set the standard for our next hundred locations.

"Strategically, this is super important. It allows us to accelerate the pace and roll out even more stores faster from 2026 onwards. The exact rollout timeline will be communicated at a later stage," says Rickard Lyko, CEO and founder of Lyko.

The concept builds on what has already made our flagship stores win the hearts of customers – but here, we've packaged the Lyko experience and *Your Beauty Playground* into 500 square meters of pure beauty magic. The format is designed to efficiently drive store expansion. This transformation marks the beginning of a new chapter in Lyko's retail strategy.

With Fab Store, we show that *Your Beauty Playground* isn't just something we talk about – it's our way of driving retail. Here, customers can explore beauty on their own terms: try and discover through our Playbars, get inspired by the latest launches, and find favorites within skincare, haircare, makeup, and fragrance. With more space, smarter flows, and a broader assortment than ever before, the store becomes a playful meeting place that fosters community, sparks inspiration, and always offers something unexpected.

The first Fab Store will open in Täby, where the existing store will double in size to 500 square meters – transforming into a complete beauty destination for skincare, makeup, haircare, and fragrance lovers.

Erica Wredberg, Chief Retail Officer, explains:

"Täby Centrum is not just any mall. It is Sweden's second largest in terms of turnover, has been named Stockholm's best shopping experience, and attracts over 10 million visitors per year. For us, it's the perfect stage to launch our Fab Store – here we showcase the full power of our new concept to a demanding and trend-conscious audience. With this store, we strengthen our position and show what the beauty destination of the future looks like – in Sweden, the Nordics, and beyond Europe."

To deliver on the new retail strategy, Erica Wredberg has strengthened the global retail team by recruiting Markus Axelsson as Expansion Manager, responsible for driving the rollout of the expansion plan.

"Being entrusted with leading Lyko's physical store expansion feels both inspiring and exciting. We're entering an expansive phase where we will build the store network of the future, and I see enormous potential in strengthening Lyko's physical presence – in Sweden, across the Nordics, and eventually internationally. Being part of shaping the next chapter in the company's growth journey is a unique and incredibly motivating task," says Markus Axelsson.

Fab Store Concept:

Built for scale – our first step in an expansion strategy that takes off in earnest from 2026 onwards.

Engaging and optimized – a maximized shopping experience with more space, smarter flows, and Playbars that make it easy to test and discover.

Bigger, broader, better – everything in skincare, haircare, makeup, and fragrance under one roof.

A stronger competitive position – cementing Lyko as a true Beauty Power House and the go-to destination for engaging, surprising, and inspiring our visitors.

For more information, please contact

Tom Thörnblom, Head of Communication & Investor Relations, Lyko
+46 (0) 72 555 01 90, tom.thornblom@lyko.com

Erica Wredberg, Chief Retail Officer, Lyko
+46 (0) 70-266 55 48, erica.wredberg@lyko.com

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 33 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

[Marcus, Erica, Rickard](#)
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Attachments

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