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Lindex opens in Lithuania

On 18th April, Lindex opens its first store in the Lithuanian capital of Vilnius. The store is located in the newly built shopping mall Gedimino 9, a prime sales location in Vilnius. Lindex plans to open 25-30 stores in the Baltic region, and the expansion in Lithuania is a key part of this project.

“Lithuania is an exciting market for Lindex with strong growth and fashion-conscious consumers. In the near future, we aim to open more stores in Lithuania, one of Europe’s fastest growing clothes markets,” says Lindex’s CEO Göran Bille.

Lindex is the only brand in Lithuania that combines children’s fashion, women’s fashion and underwear in the same store. This highly successful concept has already proved popular in the Baltic.

“We’ve enjoyed excellent sales in Estonia and Latvia since opening our first store in the Baltic in 2004. This is a rapidly growing market with a fast-evolving fashion industry. We’re seeing high demand there for both fashion and accessories,” says Göran Bille.

Our store in Gedimino 9 covers just over 500 square metres. Its glazed entrance attracts shoppers’ attention as soon as they enter the mall. The women’s department is inspired by Manhattan and is decorated in shades of bronze and cardamom. The lingerie department has a 1940s feel with floral fabrics and wallpaper and soft, padded walls. The children’s department is decorated in bright colours.

Trend-conscious shoppers in Vilnius can look forward to Lindex’s spring fashion, which is inspired by the ‘50s and ‘60s. Tunics and dresses are key items, to be combined with leggings or Capri pants.

Since opening our store in Lithuania, Lindex now has 361 stores in seven countries.

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Lindex inspires women and their children with coordinated and good-value fashion. With approximately 350 stores in Sweden, Norway, Finland, Germany, Estonia, Latvia and Lithuania, Lindex is one of northern Europe’s largest fashion chains. Lindex’s product areas are Lingerie, Women’s Wear, Children’s Wear and Cosmetics.

www.lindex.com