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Czech Republic next stop for Lindex

Today Lindex will inaugurate its first store in the Czech Republic. The store is in Brno, the Czech Republic's second largest city, and offers exceptional shopping experiences.

“The Czech Republic is an ideal market for our successful concept that combines children’s fashion, women’s fashion and lingerie in the same store. The Czech Republic represents a key part of Lindex’s future expansion, and we aim to open more stores there in the near future,” says Lindex’s CEO Göran Bille.

Fashion-conscious shoppers in the Czech Republic can look forward to Lindex’s autumn and winter fashions, where the 1930s and 1940s are major sources of inspiration. The material combinations are important: cooler, more street-wise materials like leather and satin are combined with soft mohair and thin cotton.

“This opening marks an important step in Lindex’s expansion in Central Europe. We plan to open a further five or six stores there during the current financial year,” says Göran Bille.

The new store has an area of over 600 square metres. Its glazed entrance attracts shoppers’ attention as soon as they enter the Olympia shopping mall. The store has a unique, feminine concept that conveys Lindex’s fashions and inspires customers to feel gorgeous and look fantastic. The clothing is enhanced by a dainty, feminine interior decor. Fabrics, carpets, warm colours with metallic elements and shiny materials combined with wallpapered walls and soft lighting creates an inspiring, trendy feel. The women’s wear and lingerie departments have a warm atmosphere, while the children’s department is designed in bold, bright colours.

Since 2002, the Czech Republic has enjoyed one of Europe’s strongest economic booms, with an average growth in GNP of 4.5% per year. This trend is largely due to a strong surge in private consumption, fuelled by a strong labour market and low rents.

When the new store opens, Lindex will have 341 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, Estonia, Latvia, Lithuania and the Czech Republic, Lindex is one of northern Europe’s largest fashion chains. Lindex’s product areas are Lingerie, Women’s Wear, Children’s Wear, and Cosmetics.

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