

Press release

Borås
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Ellos opens store in Mall of Scandinavia

On 16 September, the e-commerce site Ellos will inaugurate a store in Mall of Scandinavia. The store is mainly focused on the successful Ellos Home business area but fashion and beauty products will also be represented.

“Mall of Scandinavia is a fantastic shopping centre where our customer groups have a large presence. Even though the vast majority of our business will always be e-commerce, we want to continually develop our commercial concept to attract new customers,” says Carina Ladow, Collection and Purchasing Manager at Ellos.

The store's focus is Ellos Home – Ellos's business area in home furnishings, which has displayed a highly successful performance since its launch. Meanwhile, selected parts of Ellos's fashion and beauty offering will also be presented. The customer can also buy all of Ellos's products online by using the stations in the store.

“We are convinced that our Ellos Home offering is the best in the Nordic region. Now we have the opportunity to present it in a context that touches upon all the senses. The aim is that each visit should provide the customer with new inspiration and open the door to Ellos's entire online product range, featuring 400 brands in fashion, beauty and home furnishings,” says Ladow.

To further improve the customer experience, Ellos will regularly arrange different events in the store in collaboration with established bloggers, stylists and other partners.

Ellos is a part of the Ellos Group, which also consists of the online stores Jotex and Stayhard.

For more information, please contact:

Charlotte Hanson, Ellos Group AB
Tel. +46 33 16 08 05

www.ellosgroup.com

Ellos Group with companies Ellos, Jotex and Stayhard – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. Ellos Group, headquartered in Borås and with operations in all Nordic countries, has approximately 750 employees and 2015 sales of SEK 2 billion. Ellos Group's principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and board chairman Anders Halvarsson.