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ELLOS HOME TO OPEN STORE IN CENTRAL GÖTEBORG

Ellos Home will open its second concept store in Sweden in the spring. The store will create a meeting place for inspiration and is part of the further strengthening of Ellos' e-commerce.

The store will focus on home furnishings in the same way as the first store that opened last year in Stockholm. The purpose of the store is to strengthen and increase awareness of Ellos Home and thereby support Ellos' e-commerce with over 1.5 million visitors a week on its site. The store will be located in central Göteborg, at the junction of Kungsgatan /Korsgatan.

"The store at the Mall of Scandinavia in Stockholm has become a success and now is the time for us to open a store in Göteborg. The store will have a great location, just right for us. Customers are welcome to sit down, have a coffee, get tips from the sales staff in the store and experience Ellos' high fashion," says Carina Ladow, Assortment and Design Manager Ellos.

Ellos wants to create a meeting place where people want to linger and be inspired. It will be stimulating to enter the store and dream for a while. The store will consist of an impressive 300 m2 and provide ample space to display a wider range of furniture, lighting, carpeting and decoration. The store has the task of supporting the digital trade through its physical presence and thus further strengthening the relationship with the customer.

"We are pleased that we now have the opportunity of also introducing Ellos Home in Göteborg in a context that affects all the senses. The aim is that each visit will give the customer a new inspiration and open the door to Ellos' entire online product range, which also includes over 500 external brands in fashion, beauty and the home," says Carina Ladow.

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The Ellos Group, which includes Ellos, Jotex and Stayhard, is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we are constantly striving to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. The Ellos Group, headquartered in Borås and with operations in all the Nordic countries, has around 700 employees and sales of around SEK 2 billion. The principal owners are Nordic Capital Fund VII and Paul Frankenius (with Frankenius Equity AB).