



## DIDRIKSONS LAUNCH A POP-UP STORE IN PARIS

**The Swedish jacket brand Didriksons, which started in a small village on the west coast of Sweden in 1913, is further strengthening their position on the French retail market. During this autumn/winter season, Didriksons will focus on meeting the demand and being even more present where the French customers are, by opening a pop-up store in the heart of Paris, France. This is the next step towards a wider awareness of their identity as a leading brand within the jacket category on the European market.**

When Didriksons presented their autumn/winter jacket collection this year, the Scandinavian outdoor fashion brand upgraded their service towards the French customers by translating their e-commerce into French. Having a customer service and presentation of the brand online in the local language is prioritized for the jacket brand to further increase the presence and recognition on the French market, while meeting the demand and enhancing the customer experience.

The jacket brand will also open a combined pop-up store and showroom in the Marais district in central Paris where customers and buyers will get to know the heritage of the brand while trying the garments and being introduced to the digital resources, for a 360° experience. The store will open on Friday October 15 and is located on 23, Rue du Pont-aux-Choux in Le Marais, Paris.

- With an increasing awareness of and interest in the brand, we are excited to take another important step towards positioning us as “The Swedish Jacket Brand” on the European market in general, and specifically in France with this launch, says Jan Henning, European Sales Director.

Didriksons’ strategy for their pop-up stores has been a successful investment to build and create a clear understanding of the Didriksons brand. The stores’ purpose is to offer the products where the customers are when the need arises, as a complement to their e-commerce. Fredrik Kron, retail manager, and Camilla Gabriellsson, concept manager, have worked intensively to create a clear store concept that expresses Didriksons’ identity and can be adapted to different markets and needs.

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The Didriksons story began on the rugged west coast of Sweden in 1913, when the founders Julius and Hanna Didrikson had a vision to keep fishermen dry and warm. Over a century later, the company is one of Scandinavia’s leading brands for jackets and makes garments for the whole family. Didriksons is present in 22 countries and has its head office in Borås, the Swedish city of textiles. Didriksons believes in creating products that will last for years through timeless design and careful choice of colours. The company participates in environmental protection programmes and sustainability projects to constantly develop and improve. The garments of Didriksons do not contain any animal derived materials.