

## HELLY HANSEN OPENS ITS FIRST UK BRAND STORE

Thursday, 22 October 2009

Helly Hansen, the leading outdoor apparel brand is due to open its first UK brand store in Manchester Arndale on 27 October. Boasting 250m<sup>2</sup>, the brand new concept store will allow customers to enjoy a unique Helly Hansen shopping experience, showcasing the full range of product, from sportswear to gear for the mountain professional in its own brand environment.

With over 30 million shoppers annually visiting the centre, the Manchester Arndale offers a prime location for the new Helly Hansen store. The shop is also conveniently situated for outdoor enthusiasts who need to kit themselves out before heading off to nearby hiking hot spots the Lake District, Peak District and North Wales.

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David Wiley, Helly Hansen UK Sales Director comments, "We are proud to open Helly Hansen's first brand store in the UK, and hopefully this will be the first of many. The launch demonstrates our strong commitment to the future amidst these challenging economic times.

"By having our own store we can showcase the collection and the brand to its full potential and we hope the Helly Hansen shopping experience will inspire and welcome new and existing customers."

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The store will have its own "global weather station" which delivers live weather reports and video footage from Helly Hansen locations around the world. So from Aspen to Mont Blanc, Jotunheimen to the Bering Sea, shoppers can get up to date reports to help them choose the right gear for the right environment.

The opening of the first Helly Hansen UK brand store is part of the company's greater global expansion. This year alone, Helly Hansen has opened and will be opening further stores in Oslo, Norway and Gothenburg, Sweden and there are plans to further expand with more standalone stores in the UK over the next few years.

To celebrate the store launch, Melanie Slade, girlfriend of England footballer Theo Walcott, will be cutting the ribbon to mark the opening ceremony at the store on 27 October. Melanie is the face of Helly Hansen's new high-end lifestyle range, Ask & Embla.

For more information visit: [www.hellyhansen.com](http://www.hellyhansen.com)