

## **RNB RETAIL AND BRANDS becomes established at Illum in Copenhagen**

**RNB RETAIL AND BRANDS is broadening its distribution platform within the Departments & Stores business area and becoming established at Illum in Copenhagen with stores in men's fashion, cosmetics as well as jewelry and watches.**

**Illum is Copenhagen's leading department store in the quality segment and holds a position in Copenhagen similar to NK in Stockholm.**

"Through our partner model and work methods in general within department stores, we are now further demonstrating that we have a platform and a work approach that is not tied to a specific department store or geographical area," says Roger Kylberg, President of Departments & Stores Europe AB.

In total, the establishment involves 2,000 square meters comprising men's fashion, cosmetics as well as jewelry and watches departments. The men's fashion department will open in late spring 2007 and the other departments in August 2007.

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*RNB RETAIL AND BRANDS AB comprises two business areas, Polarn O. Pyret and Departments & Stores. The latter is a distribution platform for national and international brands through the JC, J-store, Brothers, Sisters, Saks and Solo store concepts and department store operations at NK in Stockholm and Gothenburg, Sweden and Steen & Ström in Oslo, Norway.*