

# Lyko continues its expansion and will open its fifth store following an overwhelming response to its Norway tour with Lyko on Wheels

**Beauty specialist Lyko is maintaining its rapid growth in Norway and expanding westward to Stavanger/Sandnes with the country's fifth Lyko store opening at Kvadrat shopping center in autumn 2025.**

Both physical stores and e-commerce continue to contribute strongly to the brand's growth. *"Lyko's growth in Norway has been strong for several years now, both online and in-store. Our omnichannel strategy, wide and trend-driven assortment, and experience-based customer journey have made us the fastest-growing beauty player in the market. We are really looking forward to opening a new store in Sandnes and further strengthening our presence on the west coast,"* says Erica Wredberg, Chief Retail Officer at Lyko.

In recent years, Lyko has established itself as a key player in the Norwegian beauty market. In addition to a strong online presence and a user-friendly app, growth is driven by a unique omnichannel concept. The first Norwegian flagship store, which opened on Karl Johans gate in Oslo in autumn 2021, was the chain's first of its kind and has become one of Lyko's most successful stores in terms of both sales and customer satisfaction. The expansion to Bergen, marking the first store outside Eastern Norway, also set new opening records and continues to perform at the top.

*"It's been incredible to see how our Norwegian stores have developed into some of the most successful stores in all of Lyko, attracting visitors from across Norway. Our unique store concept really stands out in the Norwegian market, and it's clear that our customers love it — and we love them,"* says Aleksandra Dybdal-Holthe, Country Manager Norway at Lyko.

Lyko recently went on a Norway tour with the aim of, together with consumers, finding out where the next store should open. The 12-square-meter pop-up shop on wheels has travelled across Norway, from south to north, gauging the potential for new store openings in ten cities. Kvadrat clearly stood out as a top favorite on this tour.

*"Our Lyko fans showed up at Kvadrat with great enthusiasm and turnout during the Norway tour, and we are thrilled to be opening a permanent store here. We promise a grand opening in true Lyko style and can't wait to wow Stavanger/Sandnes once again,"* says Thea Heen, Head of Marketing at Lyko Norway.

New store locations are being continuously evaluated, and Lyko plans to expand its network as suitable premises become available. Kvadrat shopping center was chosen as an ideal location due to high foot traffic, increasing visitor numbers, and a central position to reach customers in both Sandnes and Stavanger, enabling Lyko to serve the Rogaland area even better.

*"Our Beauty Playground concept, where visitors can test, explore, and smell products, really resonates*

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# LYKO

*with customers. Our stores are not just places to shop — they are also important meeting places to build community. We can't wait to get started with planning this store and are really looking forward to meeting people from Rogaland again after the fantastic response to the Lyko on Wheels tour at Kvadrat a week and a half ago,"* says Celine Myrer, Retail Manager at Lyko Norway.

"We are very excited to welcome LYKO. We can finally say it out loud — there have been so many people wanting LYKO at Kvadrat," says Jørund Kopren, Center Manager at Kvadrat. "They bring something new and exciting to our customers, and we believe the store will be very well received."

The new Lyko store in Sandnes will offer a wide range of the latest beauty trends — from hair and skincare to makeup and fragrance. Recruitment for the new store will begin immediately, and in autumn 2025, Lyko looks forward to welcoming beauty enthusiasts in Stavanger and Sandnes to the grand opening of its new Beauty Playground at Kvadrat.

## For more information, please contact

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## About Lyko

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Lyko Group AB (publ) is a beauty specialist passionate about making beauty accessible, inspiring, and fun for everyone! With the market's widest assortment, a beauty playground where you can explore everything around the products, and be part of an inspiring community.

Our operations span across eight countries via Lyko.com, the Lyko app, and 33 stores in Sweden, Norway, and Finland. But we don't stop there! We manage the entire chain from product development in our labs and manufacturing in our factory in Gothenburg to warehousing and sales to hairdressers and retailers. The business employs close to 1200 people.

Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, [corp@avanza.se](mailto:corp@avanza.se), is the company's Certified Adviser. Visit [Lyko.com](https://lyko.com) for more information.

## Image Attachments

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[Kø, Lyko On Wheels Utenfor Kvadrat](#)

[Julia Björling, Lyko](#)

[Kø, Lyko On Wheels Utenfor Kvadrat3](#)

[Thea Heen, Lyko On Wheels Utenfor Kvadrat](#)

[Thea Heen \(tv\) Aleksandra Dybdal \(th\)](#)

[Kø, Lyko On Wheels Utenfor Kvadrat2](#)

[Produkter Lyko Pose](#)

[Thea Heen, Jørund Kopren \(senterleder Kvadrat\), Aleksandra Dybdal](#)

[Jørund Kopren, Centerchef På Kvadrat](#)

## Attachments

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