

The Centre, Livingston welcomes Danish lifestyle and homewear brand Sostrene Grene

The Centre, Livingston, one of Scotland's largest shopping centres, welcomes the international Danish lifestyle and homewares brand, Sostrene Grene.

The brand opened its doors to hundreds of delighted shoppers on Friday with some people who began queuing hours before it officially opened.

Sostrene Grene, which is a family business run by sisters, Clara and Anna, was founded over 50 years ago and has over 300 stores across Europe, with an aim to open 100 UK stores by 2027.

The new signature Scandinavian-inspired store, where shoppers were treated to special launch day offers and entertainment, features everything including contemporary interiors and textiles, children's toys, soft furniture, kitchen accessories and gifts for all occasions, all at affordable prices.

It is one of many new retailers to arrive at the shopping centre over the last year, including the luxury beauty and wellbeing brand from the Netherlands, Rituals and Scotland's first Cinnabon.

The shopping centre, which has a wide mix of over 150 stores and restaurants, including Flannels, JD Sports, M&S, River

Island, wagamama and Nando's, will be announcing the addition of more new brands to their portfolio in the coming months.

Patrick Robbertze, Centre Director at The Centre, Livingston, said: "We are delighted to welcome Sostrene Grene to The Centre, Livingston.

"There was a fantastic buzz in the shopping centre around the opening of the new beautifully designed store with lots of shoppers snapping up everything from homeware items and Christmas decorations to gifts for family and friends – and treating themselves too!"

UK Joint Venture Partners for Søstrene Grene, Richard Power and Norma Jacob, commented on the great turnout for the grand opening event.

Norma said: "We're delighted to have opened our new store at The Centre, Livingston just in time for Christmas. It's an exciting time as the brand expands its presence across Scotland and this marks our fifth opening in the country."

Richard adds: "Our opening morning saw a brilliant launch event and the huge queues demonstrate how highly anticipated this new store has been. We're looking forward to introducing the local community to our brand."



All photos Greg Macvean 22/11/2024 The Centre, Livingston – Sostrene Grene store opening







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