



PILGRIM SETS ITS SIGHTS ON SWEDISH EXPANSION AND REVEALS A NEW STORE OPENING

The Danish jewellery brand, Pilgrim, is making waves in the Swedish market with an ambitious expansion plan. The company is excited to announce the grand opening of its second store in Sweden, strategically located in the heart of Stockholm. This latest venture not only strengthens Pilgrim's position in the Swedish market but also demonstrates the brand's commitment to meet the demands of its growing customer base.

Pilgrim's Swedish venture is far from accidental, and with its 35 successful stores in Denmark, the brand recognises the great potential in the Swedish market. The opening of Pilgrim's first store in Sweden has exceeded all expectations with the wholesale concept and webshop that has been thriving in the country for several years. It comes as no surprise that Sweden was the obvious choice for Pilgrim's continued expansion.

"Our expansion into Sweden is an exciting milestone for Pilgrim. We have seen great opportunities in this market and are thrilled to provide our valued customers with a stronger presence," states Jesper Andersen, Country Sales Manager in Pilgrim. The opening of the new store in Stockholm enables Pilgrim to provide an inspiring and personalised shopping experience to ensure the customers find the perfect pieces of jewellery for their personal style.

With a strong focus on building brand awareness and establishing presence in Sweden, Pilgrim is ready to provide customers with handmade jewellery designed in Denmark that captures the latest trends yet timeless designs. The new store opening demonstrates the brand's commitment to delivering exceptional products and establishing lasting connections with the Swedish market.

"We are excited to expand our presence in Sweden and strengthen our position in this vibrant market," adds Jesper Andersen. "Sweden is important to us, and we are thrilled to provide our valued customers with more convenient access to our universe of jewellery. This expansion is a significant step towards our goal of establishing a strong presence in Sweden and building brand loyalty among our growing customer base."

However, Pilgrim plans to expand even further. With the successful opening of the first store and the growing demand for Pilgrim jewellery and sunglasses, the brand has set its sights on opening a third store in the near future.

