

Polarn O. Pyret opens two Manhattan shops

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- [H&M to double number of Japan stores](#)

Swedish children's wear brand Polarn O. Pyret continues to expand in the United States and plan to open two new Manhattan retail shops in September, the company said in a statement.

"We understand that New York City parents are looking for quality clothing, functional design and a unique style. We want to deliver all that and provide a fun and easy shopping experience where the City parent can purchase all their children's clothing in one location", said Jennifer Athanason, president for Polarn O. Pyret USA.

The first of the two new Manhattan stores will be located at 200 Chambers Street in Tribeca and another at 428 Columbus Avenue near Central Park.

The company, famous for its iconic stripes, has since its start in 1976 aimed to combine high quality products with consideration for the environment. Its philosophy is clear: Children need clothes that they can play in and freely wear wherever they are and in whatever weather.

"We are delighted to introduce this beloved brand and its original Swedish stripes to the Manhattan market," Jennifer Athanason added.

Polarn O. Pyret is owned by RNB Retail and Brands, which is listed on NASDAQ OMX Stockholm, and has more than 100 stores across Europe, one store in Greenwich, Connecticut, as well as an online store in the US.