



## MILESTONES IN THE HISTORY OF SØSTRENE GRENE

### 1973

The married couple Inger Grene and Knud Cresten Vaupell Olsen open Søstre Grene's Økonomimarked on the first floor at Søndergade 11 in Aarhus, Denmark. The store can only be accessed through a small passageway which means that only something truly special will attract visitors from the streets. That is why, Inger and Knud Cresten invent a unique store concept which appeals to the senses. The inhabitants of Aarhus quickly embrace the store, and it becomes a must-see destination for visitors of Aarhus.

### 1975

Store number two opens at Vestergade 58 in Aarhus as a mini version of the store at Søndergade.

### 1992-1993

Although Søstre Grene expands with a few stores in the late 80s, the brand finally becomes well-known countrywide in Denmark when the first store in Copenhagen opens at Amagertorv in 1992. The year after, a store at Vestergade in Odense – Denmark's third largest city – opens and the expansion gathers speed.

### 2005

Søstre Grene opens in Iceland as the first store outside of Denmark in 2005. The year after, the first store in Norway opens.

### 2012

Mikkel Grene becomes CEO, and the international expansion is sped up. During the years hereafter, Søstre Grene opens stores in Germany, France, Holland, Sweden, England, Ireland, and Finland amongst others.

### 2020

Barely three weeks after Denmark enters lockdown because of COVID-19, Søstre Grene opens its long-awaited web shop. Before the year is over, Søstre Grene had opened web shops in Germany, Holland, and France, and in the beginning of 2021, Sweden and Norway follow.

### 2022

Søstre Grene launches a loyalty programme without discounts in the form of an app. Instead of special discounts, the users of the app get exclusive access to creative DIYs, galleries with tips for styling, interior design, holidays, and theme parties, as well as interviews with exciting, creative people. The app has currently been downloaded more than 300,000 times.

### 2023

Søstre Grene can celebrate its 50-year anniversary.