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(54) **FLEXIBLE DISPLAY DEVICE**

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(57) **ABSTRACT**

A flexible display device can include a display panel configured to display images. The display panel includes at least one folding area that is foldable about a folding axis and a non-folding area. A cover window is provided on the display panel. Aback plate supports a bottom portion of the display panel, and a support part supports the back plate in a slidable manner. Further, a first magnetic body is connected to the cover window or the back plate. A second magnetic body is also provided on the support part to attract the first magnetic body so that a portion of the second magnetic body connected to the first magnetic body is drawn from the folding area toward the non-folding area. As such, a crease that can develop in the folding area can be prevented from forming by applying tension to the display panel.