

New stylish malls improve Stockholm shopping

Written by Johan Nylander

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The opening of a number of high-profile new shopping malls in Stockholm promises to cement the city's reputation as a top-class shopping destination.

MOOD Stockholm is one of the city's most ambitious retail projects for many years. Real estate firm AMF Fastigheter has already leased two-thirds of its unique three-zone retail concept, due to open in March 2012.

"We target a conscious customer. We want to convey a feeling and experience that is far from an ordinary department store," AFM spokeswoman Alice Bohlander told The Swedish Wire.

The mall -- situated between Regeringsgatan and Norrlandsgatan -- will host around 60 retail and leisure units within 112,000 sq. ft. Several international fashion brands, including Armani Jeans, Napapijri and Scotch & Soda, will have a presence. Scandinavian retailer Best of Brand will also open a store in the mall, selling clothes from well-known brands like Polo Ralph Lauren, Gant and Tommy Hilfiger.

At Stureplan, a public square in central Stockholm, Aberdeen Asset Management is setting up a stylish new environment, inspired by one of the world's great shopping cities.

"Imagine a classic but vibrant street in London," explained Jens Linderstam, Head of Project

Development & Retail at Aberdeen Asset Management. "Shops and restaurants have their own entrances and facades and shall be given adequate space. It's not a mall."

He said that interest from retailers in the area has been strong and the company is set to confirm three highly-regarded brands later this year, ahead of next autumn's launch. The project

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is part of a greater plan to create a combined shopping area from high-end department store NK, via Biblioteksgatan to Östermalmstorg.

The quarter Spektern, at the intersection of Regeringsgatan and Hamngatan, is also undergoing a massive change. Real estate firm Vasakronan is turning it into a modish shopping centre with a mid-price profile.

That's in addition to more shopping malls being developed outside the city. The Täby shopping center is expanding with new international brands moving in. A massive new galleria in Solna, called Mall of Scandinavia, is expected to open its doors in 2015. Situated in a new district Arenastaden (that is being built adjacent to Sweden's new national arena, the Swedbank Arena), Mall of Scandinavia will become Scandinavia's biggest shopping centre.

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