

Disney launches first Swedish store in Stockholm's Mall of Scandinavia

Written by Staff reporter

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Swedish parents in search of the latest Disney toy to treat their child will no longer have to leave the country to visit an official store. At the back end of last year, the famous American firm opened its first shop in Stockholm at the new Mall of Scandinavia – the country's largest shopping mall.

Casper Björner, general manager of The Walt Disney Company Nordic, said the company had been looking for the right location in Stockholm in which to open a store for two years.

"Our Disney Stores are so much more than just a place to buy high quality merchandise, they are a place where the whole family can go for a magical experience" he explained. "Of course we wanted to bring that to the region's biggest city, Stockholm, where we know there is a big appetite for both Disney products and experiences."

The launch marks Disney's expansion in the Nordics, where it already has one store in Denmark and an online shop serving the region.

"At the moment, we are focusing on making sure the existing Nordic stores are doing well and serving our guests with the best possible Disney experience," Björner said. "But we will of course continue to evaluate any additional opportunities for further establishments across this region as they come up."

Disney stores chose Mall of Scandinavia based on a number of factors. Most important, however, was the geographical location of the mall, as well as space and shape of the store. It had to suit the specific needs of combining a retail trade area with a "magic guest experience", Björner explained.

Karin Strassburg, Business Development Manager at Stockholm Business Region Development, said the Disney stores opening had long been wished for and helped highlight the city's attractiveness to retailers. What's more, the establishment creates jobs, with some 30-40 people employed there.

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Strassburg said Stockholm Business Region and Business Sweden had helped provide Disney Stores with advice and information about the market potential in Stockholm.

“It’s great that Disney Stores established in the Stockholm region. It’s a new concept for Sweden and will attract visitors from all over the country as well as international visitors,” she said.

Disney stores is one of several high-profile brands that were part of the November launch of Mall of Scandinavia, which is now the country’s largest shopping mall. It’s located in the area Arenastaden, Solna in the Stockholm region, just a few kilometers north of central Stockholm.

The seven-floor mall provides numerous opportunities to experience shopping and entertainment in a new way. Other new famous brands include Pull& Bear, KIKO Milano, Victoria’s Secret, Tommy Hilfiger and Lego. It also hosts an IMAX cinema; the first in Scandinavia.

Andrew Cripps, who is president of IMAX in Europe, said that the SF Bio Multiplex is on a par with London's Empire Theatre in Leicester Square and the CineStar Sony Centre at Potsdamer Platz in Berlin as premium entertainment locations.

“This is an ideal scenario for our first commercial entry into Scandinavia,” he said.

The Mall of Scandinavia, representing an investment of €640 million, is owned by Unibail-Rodamco and embodies the property company’s vision of further expansion in the Nordic region.

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