

New brands for Mall of Scandinavia

IN A SIGNIFICANT raft of new lettings, a number of major brands have signed at Unibail-Rodamco's Mall of Scandinavia ahead of the project's opening in autumn next year.

Several brands of Inditex, Disney and the Ahlens department store have signed up to the scheme alongside Filmstaden Scandinavia, O'Leary's and Vapiano, in order to strengthen the leisure offer within the centre.

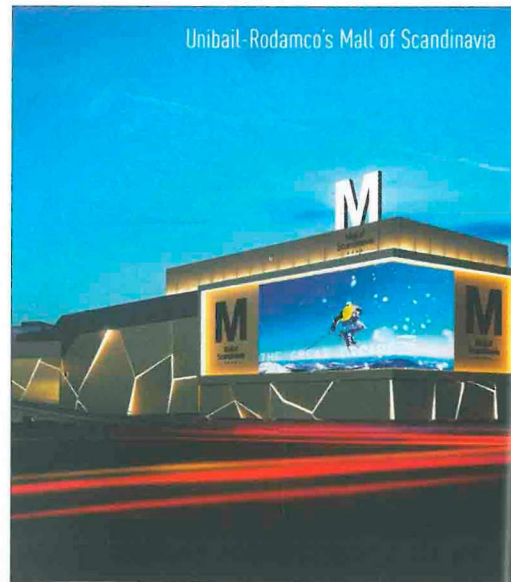
Inditex has selected a number of locations totalling more than 4,800 sq m. Meanwhile, Ahlens' 6,000 sq m new city department store concept in Mall of Scandinavia is the first in a shopping centre. It will feature Ahlens Wellness, consisting of 300 sq m of training, yoga and running facilities for the active woman. Disney's planned store will also be the first of its kind in a shopping centre in Sweden, as well as the US media giant's first ever store in the Swedish capital.

Other confirmed names include Sweden's

first commercial IMAX cinema, Filmstaden Scandinavia, operated by SF Bio, and a new letting to create one of the world's largest O'Leary's restaurants. Filmstaden Scandinavia, which will feature 15 screens, has taken circa 9,000 sq m. The venue will also offer a bowling alley, pool tables, games and simulators.

Lars-Ake Tollemark, Unibail-Rodamco's managing director Nordic, said: "The addition of these major fashion and leisure brands provides our customers with an attractive and diverse range of retail options. This reinforces our firm belief that Mall of Scandinavia will be the quintessential headquarters for the very best in global shopping."

David Turner, director of European retail For TIAA Henderson Real Estate, described the scheme as the project that would set the benchmark for Sweden when he spoke at the MAPIC UK breakfast last summer. He also



said that Mall of Scandinavia and Steen & Strom's Emporia in Malmo would have a galvanising effect on Sweden, which has "a fair amount of tired stock". Mall of Scandinavia, he added, was an opportunity for investors.