

Sweden's Mall of Scandinavia reflects current retail trends

UNIBAIL-Rodamco launched Mall of Scandinavia in Stockholm on Thursday last week, representing a €640m investment and, at 101,048sq m, becoming the largest shopping centre in Sweden. The scheme represents the latest thinking and innovation from Unibail-Rodamco; its 224 stores include The Designer Gallery, a large Dining Plaza concept and four themed pop-up units.

The project also reflects Unibail-Rodamco's strategy to invest in important cities rather than countries, said Lars-Ake Tollemark, managing director Nordic, Unibail-Rodamco. "Scandinavia is very stable economically and Stockholm is growing rapidly," he said. "This is our largest-ever shopping centre investment and we expect within the next three years to attract 12 million visitors annually."

Constructed in the emerging city district of Solna, Mall of Scandinavia is adjacent to the national sports arena, has road connections to the major E18 and E4 highways, plus a train station. The shopping centre opened with only one unit vacant and is



Mall of Scandinavia's Dining Plaza

host to 14 new market entries for Sweden, including Pull&Bear, Intimissimi, Disney, KIKO Milano and Lego. Other major brands include Michael Kors, Victoria's Secret, & Other Stories, Cos, River Island, Tommy Hilfiger, and Zara.

Designed by architects Wingardhs, Benoy and BAU (Byran for Arkitektur & Urbanism), the centre is positioned across three distinct nodes — wind, earth and water — and features a 240-metre-long 'flagship avenue' with eight-metre-high shop fronts. The centre also houses a new concept developed by Unibail-Rodamco's innovation incubator, UR-Lab, called

The Designer Gallery. This area for edgier fashion brands includes four pop-up stores on revolving leases, themed by a consultant, plus a lounge area, and services including personal shopping and a click-and-collect area with fitting rooms.

Olivier Bossard, chief development officer at Unibail-Rodamco, said: "The project reflects the three main trends we see: the rise of e-commerce; the importance of local 'hero' retailers; and the desire for destination retail. We have streamlined our portfolio accordingly, divesting medium-sized schemes and focusing on major centres in the 12 countries in which we operate."