

## ARKET is coming to Gothenburg

**ARKET is coming to Gothenburg and will open its first concept store in Western Sweden in Wallenstam's premises at Östra Hamngatan 39/Kungsgatan 52, starting in winter 2018-2019. On three floors, H&M Group's new chain store will combine stylish, timeless, clothing collections with a select kitchen and lifestyle range together with a café.**

“We are very happy to be able to welcome ARKET to Gothenburg and to one of the city's most attractive locations. This is an establishment, which is precisely in line with our ambition to develop retail areas in the inner city. We were present when the first store opened in London last year and now we are very much looking forward to the opening in Gothenburg”, says Marina Fritsche, Regional Director Gothenburg at Wallenstam.

ARKET is offering essential products for men, women, children and the home, and a vegetarian café under one roof. The broad but curated collections are complemented by selected items from approximately 50 other brands.

“We're very excited to be launching our second store in our home country. It's a wonderful address in the heart of Gothenburg's best shopping district, where we will be able to meet our customers and introduce them to ARKET's broad collections”, says Lars Axelsson, Managing Director ARKET.

ARKET was launched on Regent Street, London, in August last year, as well as an online store in 18 markets, and has since then opened stores in Copenhagen, Amsterdam and Brussels among other cities.

The property where ARKET will open its new concept store was constructed in 1804.

[For further information, please contact:](#)

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ARKET will open its concept store in Gothenburg.  
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