



WALLENSTAM

Press release

Gothenburg, October 8, 2025

New store establishments with Wallenstam in Gothenburg

Wallenstam is welcoming new retail tenants to central Gothenburg; some of these are Snälla Alice, Telenor and Wetterling Gallery. These establishments will strengthen the city's range of services and contribute to vibrant urban life in attractive locations.

Snälla Alice will open a store at Kyrkogatan 17 during November. The person behind the idea, the concept and the store is Josefine Helenius, who with her allergy-friendly jewelry and sustainable design solutions was recently given the Entrepreneur of the Year award in Hälaryda Municipality.

“I think that it's fun to go against the flow, to go from e-commerce to a store, which is maybe not so common. Our store will be different from other jewelry stores as we want to focus on the experience of trying on earrings, for example,” says Josefine Helenius, founder of Snälla Alice.

At Kungssportsplatsen 1, Telenor is establishing a new store that will open at the end of November with personal service and digital solutions in focus.

Wetterling Gallery, one of Scandinavia's leading contemporary art galleries, has recently moved into Kungssportsavenyen 29, for a period of nine months.

“We see a continued stable demand for retail premises in central Gothenburg. It's gratifying to be able to offer retail premises on attractive ground floors in central Gothenburg and create opportunities for both established brands and new concepts to develop right in the heart of the city,” says Marina Fritsche, Regional Director Gothenburg and Vice CEO of Wallenstam.



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For further information, please contact:

Elisabeth Vansvik, Communications Director at Wallenstam, tel. +46 705 171138, elisabeth.vansvik@wallenstam.se
www.wallenstam.se

Wallenstam is a property company that manages, builds and develops properties for sustainable living and enterprise in Gothenburg, Stockholm and Uppsala. The property holdings are valued at around SEK 69 billion and the customer base consists of around 12,500 households and 1,000 enterprises. The total lettable area is about 1.4 million sq m. Wallenstam is self-sufficient in renewable energy through its own wind turbines in operation. The company's B shares have been listed on Nasdaq Stockholm since 1984.