



WALLENSTAM

Press release

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## Fashion and fitness take their place in Inom Vallgraven

Wallenstam welcomes several new stores and businesses to attractive addresses in Gothenburg's inner city. With new establishments in fashion and fitness, the Inom Vallgraven district's broad range of offerings is being complemented with more dynamic content that strengthens the pulse of the city and offers new meeting places for both Gothenburgers and visitors.

At Östra Hamngatan 45, fashion and function will meet next summer when **Sail Racing** opens a store in one of Gothenburg's most attractive locations.

"Gothenburg is a natural place for us, with its strong connection to the sea and sailing. We look forward to meeting our customers and to creating a store that reflects our love of the sport and pursuit of quality and innovation," says Emelie Sennevald, Head of Retail at Sail Racing International.

The Swedish shoe brand **Sneaky Steve**, with its roots in Gothenburg and a focus on sustainable craftsmanship, will establish a store early next year in the Victoria Block at Vallgatan 25.

"The prime store location on Vallgatan gives us the right conditions to develop our store and meet customers in an environment that is characterized by fashion and creativity. We are looking forward to opening on February 20 and to offering an exciting place for everyone that loves shoes – a welcoming environment where you will want to stay for a while and be inspired," says Kristian Torsson, Sales Director at Sneaky Steve.

At Kungsgatan 20, **STC**, Scandinavian Training Center, is establishing a new gym and thereby strengthening the range of health and fitness options in the heart of the city. The gym will open after the summer of 2026.

"We want to inspire more Gothenburgers to take exercise and promote wellbeing in an environment that is both accessible and energizing. Our ambition is to create a training experience that provides motivation and joy every time you step through the door," says Anders Carlbark, CEO of STC.

"The Inom Vallgraven district offers a unique atmosphere with shopping, restaurants and culture in close interaction. We see stable demand for central store locations and are happy that these fine new establishments will contribute to a vibrant and dynamic inner city," says Marina Fritsche, Vice CEO and Regional Director Gothenburg at Wallenstam.



Sail Racing, Sneaky Steve and STC, Scandinavian Training Center – three new establishments on ground floors in the Inom Vallgraven district that will strengthen Gothenburg's city pulse with fashion, shoes and fitness. (Photo Sneaky Steve Viktor Söderstrand)

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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 70 billion and the customer base consists of around 12,800 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.