

CAIA Cosmetics opens new store in the Victoria Block

Early in the morning on September 2, CAIA Cosmetics revealed its upcoming venture in Gothenburg. Visitors who stopped at Kungssportsplatsen were the first to hear the news, before it spread further on social media. In the fall, CAIA Cosmetics will open in Wallenstam's premises at Södra Larmgatan 11 in the Victoria Block. The establishment will be CAIA's second standalone store in Sweden.

“When strong brands like CAIA establish right in the heart of the city center, it's a clear confirmation of the attractiveness of popular areas in central Gothenburg. We believe in the power of retail to create life, movement and interactions between people and CAIA will provide exactly the kind of energy that will make the Victoria Block and the inner city even more vibrant,” says Marina Fritsche, Vice CEO and Regional Director of Wallenstam in Gothenburg.

The store in the Victoria Block will be a place where customers can experience CAIA in a more personal and inspiring way. Here visitors can discover the product range, receive guidance from knowledgeable and trained staff, as well as book personalized Beauty Sessions with tailored advice and product recommendations. With a well-thought-out design and a focus on service, inspiration and the joy of discovery, a physical destination is being created where customers can get even closer to CAIA.

“Gothenburg is a natural next step for us. We already have a strong presence in the city, but now we are taking it to the next level with our own store. It's about giving our customers the full CAIA experience – product range, launches, and personalized service – in a way that we can only achieve under our own management. We have listened to our community, and there has long been a clear demand for a store in Gothenburg. The Victoria Block is the right place: the right location, and the right environment for what we want to build. This is an important step in our continued expansion,” says Johanna Hamrén, CEO of CAIA.

The establishment strengthens the Victoria Block's position as an attractive destination for shopping, restaurants, culture, and experiences. With its central location between Kungssportsplatsen, Vallgatan and Victoriapassagen, the area is a natural meeting place for both Gothenburgers and visitors, where city life, shopping, and experiences come together. The store at Södra Larmgatan 11, right in the heart of the Victoria Block, will open in the fall of 2026.

CAIA Cosmetics was founded in Stockholm in 2018 and today is a global beauty brand with roots in Scandinavian simplicity and a strong entrepreneurial spirit. Each product is developed with a clear purpose and a focus on ease of use, high quality, and a natural glow. CAIA's ambition is to make high-quality beauty accessible to more people and to create products that feel simple, relevant, and inspiring in everyday life.



For further information, please contact:

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