

HUFVUDSTADEN

PRESS RELEASE

NELLY opens flagship store in Kvarteret Johanna, Gothenburg

Hufvudstaden has signed a lease agreement with fashion brand NELLY as a new tenant in Kvarteret Johanna. NELLY will open its new flagship store in a corner unit of approximately 400 sqm on Fredsgatan, a prime corner location in Fredstan.

With this establishment, Gothenburg gains a new fashion destination. NELLY, which currently operates two physical stores on Drottninggatan in Stockholm and Strøget in Copenhagen, is now taking the next step in its experience-driven retail strategy. The flagship store in Kvarteret Johanna will serve as a platform for fashion and inspiring customer experiences, complementing NELLY's online offering.

"We are truly excited to establish NELLY Flagship Store Gothenburg in this beautiful location. Opening in Gothenburg has been long-awaited, and we have now finally found the perfect spot and premises. We look forward to becoming part of Kvarteret Johanna and creating a new fashion destination in central Gothenburg, where we can meet both new and existing customers every day," says Helena Karlinder-Östlundh, CEO of NELLY.

The store will play an important role in the continued development of Kvarteret Johanna. The block has undergone extensive renovation and new construction and is now nearing completion. Here, a vibrant meeting place is taking shape, where modern retail, workplaces and experiences come together to create a dynamic and sustainable urban district.

"We are very pleased that NELLY has chosen Kvarteret Johanna for its new flagship establishment in Gothenburg. The leasing to NELLY strengthens Fredstan as a vibrant fashion destination in the city centre and becomes an important piece in our retail development of Kvarteret Johanna," says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

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About Kvarteret Johanna

Kvarteret Johanna is located in one of Gothenburg's most central districts, next to the city's historic canals, just a stone's throw from Brunnsparken and Central Station, adjacent to the Nordiska Kompaniet department store. The development is one of the largest projects underway in Gothenburg's inner city and will significantly contribute to the ongoing development of Fredstan. The renovation and new construction provide a total of approximately 32,000 square metres for offices, shops, restaurants, and more, expected to be ready for occupancy in 2026. Externally, the block retains its varied facades, while internally all buildings will be interconnected, creating substantial flexibility to customize office sizes to tenant needs. Companies can choose offices ranging from 150 to 4,300 square metres on the same floor.

Hufvudstaden has named the property Johanna in tribute to two Gothenburg landmarks – the Johanna statue in Brunnsparken and the legendary Johanna restaurant previously located at the site on "Brända tomten". The quarter is situated in the Fredstan district in central Gothenburg.

The site will feature three service concepts, adding significant value for future office tenants. Stureplansgruppen will open a rooftop restaurant on Södra Hamngatan, and Nordic Wellness will launch a gym at street level on Drottninggatan. Hufvudstaden's own coworking concept Cecil will also be established, offering private offices, shared workspaces, and an extensive conference area where both members and external guests can book meeting rooms and conference facilities.

Confirmed tenants at Kvarteret Johanna:

- Accenture
- Advokatfirman Vinge
- Cecil Coworking
- Censor
- EY
- Falconeri
- Forvis Mazars
- Göteborg & Co
- Hemsö Fastighets AB
- Joe & The Juice
- Korab International AB
- Kvänum kök AB
- NELLY
- Nordea
- Nordic Wellness
- Stureplansgruppen