

PRESS RELEASE

Hufvudstaden welcomes Falconeri to Fredstan in Gothenburg

Italian premium brand Falconeri is set to open a store on Fredsgatan in central Gothenburg. The new store will be a welcome addition to the Fredstan retail district and an important part of the Kvarteret Johanna development.

The store will cover 323 square metres across two floors and is scheduled to open in autumn 2026. Specialising in luxurious materials such as cashmere and silk, Falconeri is known for its timeless design.

Following the successful launch of the brand's flagship store in Stockholm in 2023, the opening of Falconeri's first store in Gothenburg marks an important milestone in the brand's Nordic expansion. The store will bring Italian craftsmanship to one of Sweden's most vibrant retail destinations.

"We are very pleased that Falconeri has chosen one of Hufvudstaden's properties in Fredstan for its first store in Gothenburg. Falconeri's new concept store strengthens Fredstan as a vibrant meeting place and shopping destination in the heart of the city, while complementing the existing retail mix", says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

Falconeri's arrival reinforces Fredstan as one of Gothenburg's most exciting retail areas, while also contributing to the vision for Kvarteret Johanna – to create a vibrant, attractive and sustainable city district where people want to work, shop and spend time.

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HUFVUDSTADEN AB (publ)

*For further information, please contact:
Kristina af Klercker, Press Contact, Hufvudstaden
kristina.klercker@hufvudstaden.se, telephone +46 8-762 90 87.*

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
- Hemsö Fastighets AB
- Joe & The Juice
- Korab International AB
- Kvänum kök AB
- Nordea
- Nordic Wellness
- Stureplansgruppen