

PRESS RELEASE

Hufvudstaden welcomes ATP Atelier to Bibliotekstan

In the autumn of 2023, we will welcome Swedish shoe and accessory brand ATP Atelier to Jakobsbergsgatan 6 in Bibliotekstan, making the brand the latest tenant to move into Vildmannen 7, the soon-to-be rebuilt property on the corner of Biblioteksgatan and Jakobsbergsgatan.

ATP Atelier is an international accessories brand that combines Scandi-cool and timeless design with traditional Italian craftsmanship. All footwear and bags are designed in Stockholm and handmade in Tuscany. The brand was founded in 2011 by Maj-La Pizzelli and Jonas Clason.

“It’s been just over 10 years since we founded ATP Atelier and our universe continues to grow. In partnership with architects Studio Escapist, we’re super-excited to extend that universe to a space in Bibliotekstan. Just like with our head office and our workshop in Södermalm, this will be an embodiment of the essence ATP Atelier: a lifestyle and aesthetic that marries Italy and Sweden,” says Maj-La Pizzelli, founder of ATP Atelier.

Vildmannen 7, the historic building in the middle of Biblioteksgatan, has undergone a complicated and painstaking reconstruction and restoration following a fire at the property in 2017. Now, almost six years later, the building is ready to welcome new tenants. ATP Atelier’s new store will have a surface area of approximately 80 square meters in size and offer the brand’s full range of shoes, bags and accessories. The store is expected to open at the end of 2023.

“We’re delighted to welcome ATP Atelier to the rebuilt Vildmannen 7 in Bibliotekstan. ATP Atelier contributes to further strengthening Bibliotekstan as the Nordic region’s premier meeting place for high-end shopping,” says Emanuel Westin, Head of Business Development, Retail at Hufvudstaden.

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