

RGNT



WHERE CULTURE, COMMERCE AND CURIOSITY MEET

A REGENT OF OUR TIME

Born in 2026 – 400 years after Queen Kristina – RGNT carries forward the spirit of Sweden’s most unconventional monarch.

On Regeringsgatan, where her legendary coronation procession defied tradition, RGNT stands as a modern tribute to her boldness.

Like Kristina, it chooses movement over conformity, culture over convention, and possibility over predictability.

Across three floors of retail, seven floors of contemporary workspaces, and 27 residences, RGNT emerges as a destination for progressive luxury—open, accessible, and alive with cultural energy.



REDEFINING LUXURY RETAIL IN STOCKHOLM

6000 SQM
Retail space

ARCHITECTS
Schmidt Hammer Lassen
Interior design: Universal

CONNECTION
Dedicated connection to
department store NK

EXCELLENT VISIBILITY
9.5 double height
frontage windows

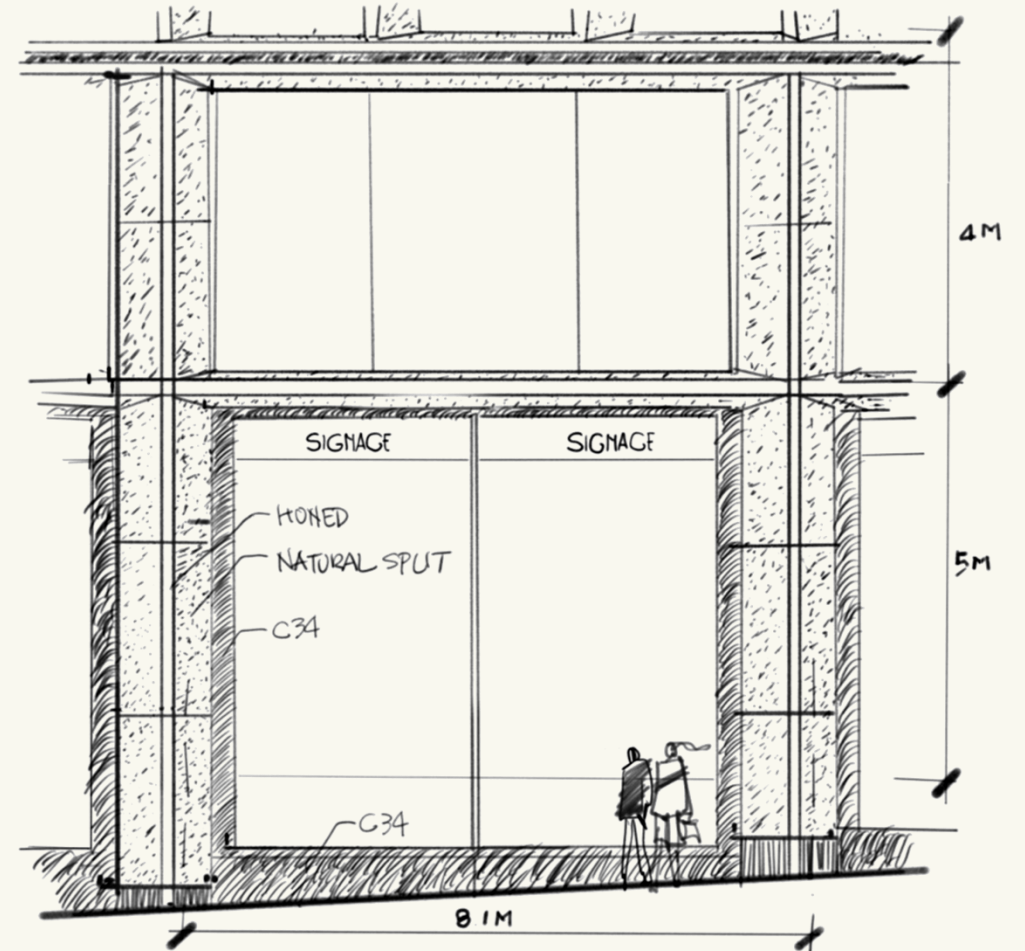
LEED PLATINUM V4

THE BLOCK
+9000 office workers

MATERIALS
Carefully curated – Swedish stone
and ceramics

STREETSCAPE
New, widened sidewalks with
greenery and seating

27
Residential units



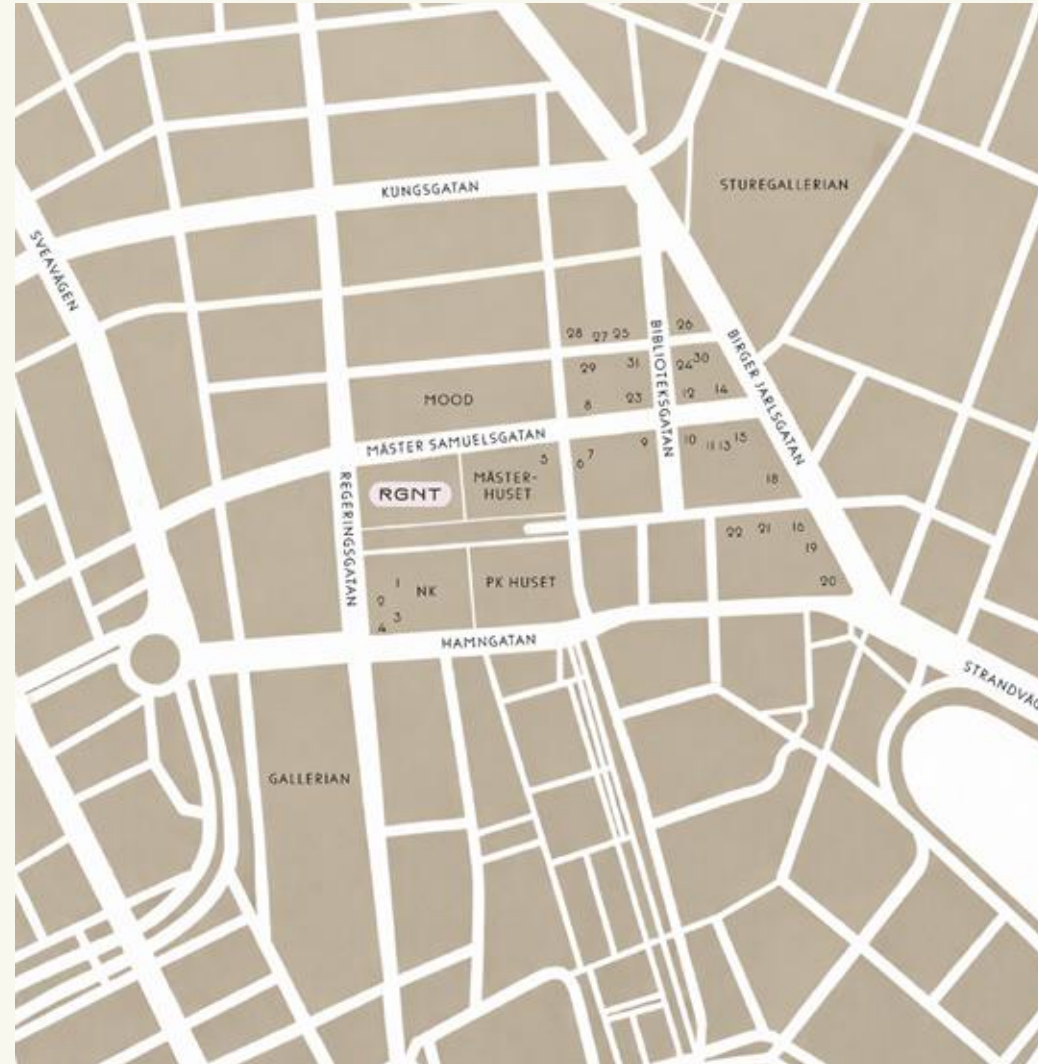
LOCATION

- Excellent – just a 10-minute walk from Stockholm Central Station and 30 minutes by train from Arlanda Airport
- Buses – local and regional
- Subway – four subway stations within a 400-meter radius
- Car parks – four car parks with 2,100 parking spaces within a 300-meter radius



IN THE HEART OF STOCKHOLM'S LUXURY CORRIDOR

- Market momentum: 7% growth reported in 2024 for the 50 prestige and premium brands located in the city core
- Market size: with 2.49m inhabitants, Stockholm is bigger than Copenhagen and Oslo combined – and is set to grow by over 140,000 residents by 2033
- Continued demand: 150,000 professionals are within the immediate catchment of RGNT and with 15.3m overnight stays reported in 2024 – footfall remains strong throughout the year
- High sales potential: Stockholm tops the Nordics in retail turnover with a purchasing power on €250bn with €1.3bn expected to be spent on luxury goods. This is set to grow by €29,7bn by 2033. RGNT and the neighbouring PK building is estimated to have a purchasing power of €0.5bn
- Stable economy: Sweden's gross debt is just below 34% of GDP and a stable policy framework imply low execution risk and resilient P&L. The government's newly addressed €5,6bn reform package is set to reinforce broad-based consumer demand.



- 1 Hermes
- 2 Saint Laurent
- 3 Bulgari
- 4 Loewe
- 5 Ganni
- 6 Flattered
- 7 CDLP
- 8 Stylein
- 9 COS
- 10 Celine
- 11 Byredo
- 12 Ralph Lauren
- 13 Maria Nilsdotter
- 14 Moncler
- 15 Prada
- 16 Louis Vuitton
- 17 Bottega Veneta
- 18 Chanel
- 19 Tiffany
- 20 Gucci
- 21 Prada
- 22 Cartier
- 23 Toteme
- 24 Dagmar
- 25 Chanel
- 26 MaxMara
- 27 APC
- 28 ATP Atelier
- 29 Aesop
- 30 Dior
- 31 Axel Arigato

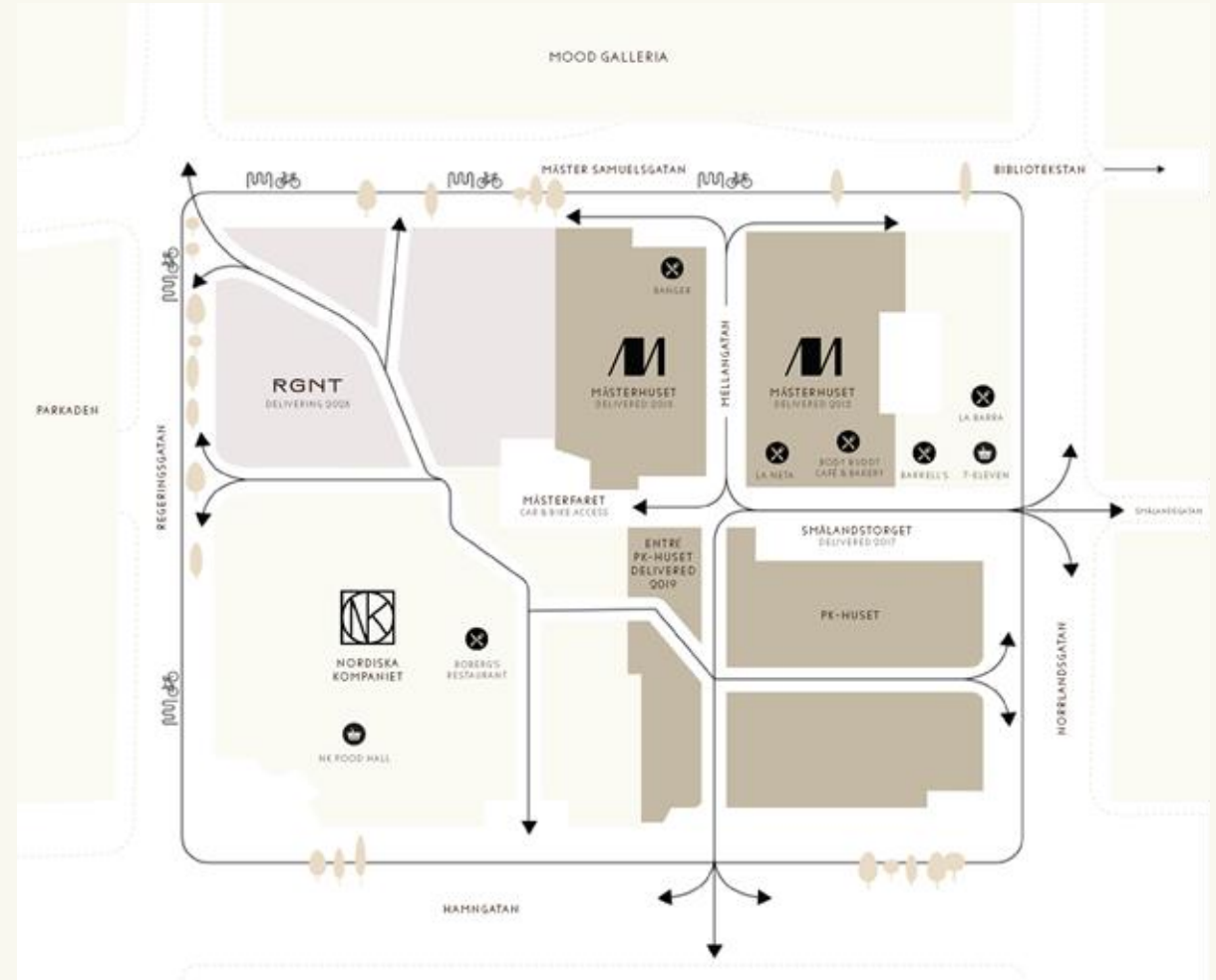
YEAR-ROUND FOOTFALL AND GROWING POPULATION

Consistently topping international rankings for quality of life, safety, and innovation, Stockholm is one of Europe's leading cities with a retail market that is the Nordics largest, ahead of Oslo and Copenhagen combined.

- 2.49 million residents make Stockholm Scandinavia's largest city, and by 2033, the population is expected to grow by 140,000 people.
- 15.3 million overnight stays were recorded in 2024.

UNMATCHED VISIBILITY IN THE HEART OF STOCKHOLM

With nearly 70,000 visitors passing through in just one hour during a four-day measurement period, this central cityblock stands out as one of Stockholm's most vibrant and high-traffic destinations.



ONE OF EUROPE'S STRONGEST CBDS

Sweden's wealth is evolving, blending legacy family capital with new fortunes from tech and finance. Stockholm specifically is Scandinavia's powerhouse, home to tech entrepreneurs, fast growing businesses and high-net-worth individuals.

The business, administrative and financial centre of Sweden, Stockholm's economy is one of the fastest growing economies among the 20 most competitive metropolitan regions in Western Europe.

- \$69,404 – highest GDP among Scandinavian cities
- Almost \$27bn in spend potential on retail goods
- In the top 25 of global prime high streets

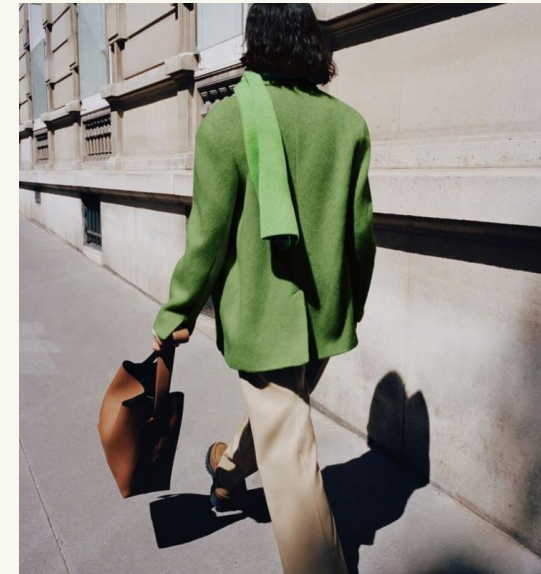


WHERE STOCKHOLM'S NEW AFFLUENT CONSUMERS BELONG

PURCHASING POWER

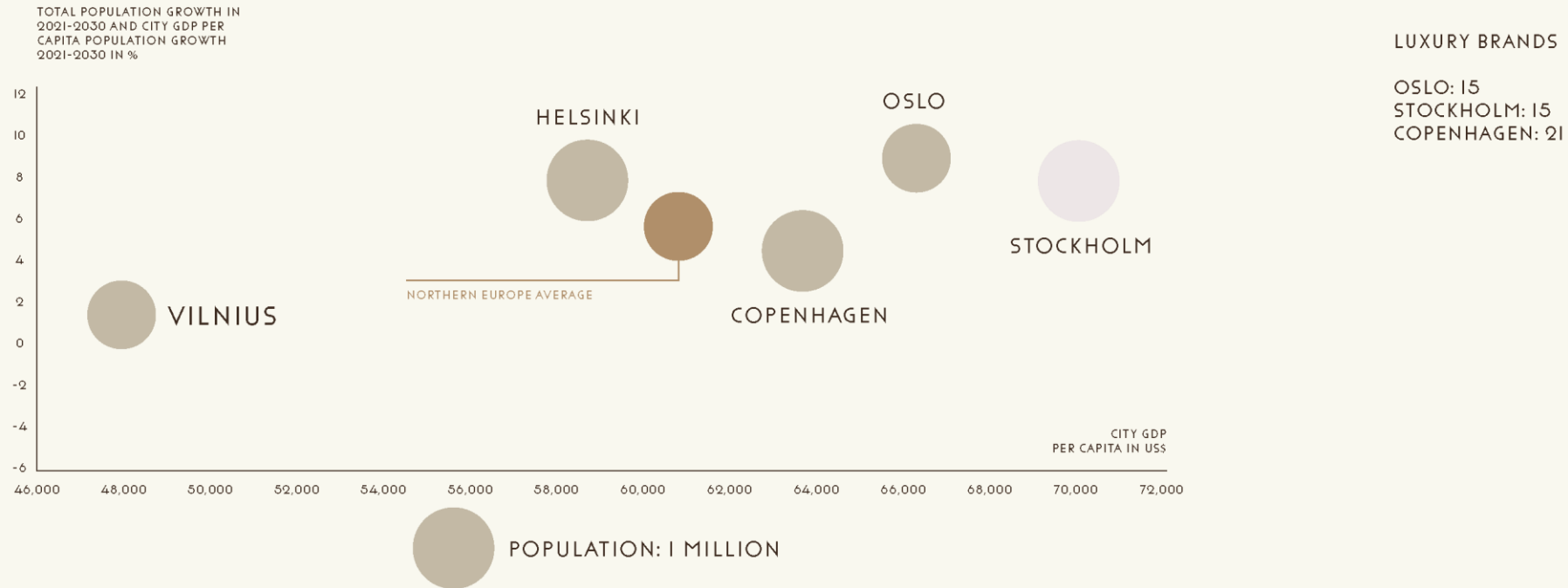
Stockholm's economy is one of the fastest growing economies among the 20 most competitive metropolitan regions in Western Europe.

- \$69,404 – highest GDP among Scandinavian cities**
- Almost \$27bn in spend potential on retail goods***
- In the top 25 of global prime high streets**:
 - Copenhagen – \$63,702
 - Helsinki – \$58,697
 - Vilnius – \$48,122
 - Oslo – \$65,600



THE CAPITAL OF SCANDINAVIA

Consistently topping international rankings for quality of life, safety, and innovation, Stockholm is attracting new residents from across Europe. With leading international businesses using Stockholm as their Nordic headquarter, there is a wide array of c-suite professionals within the city core.



*THE POPULATION IN THE TOTAL MARKET AREA FOR RGNT AS PART OF STOCKHOLM CITY POTENTIAL COMPRISES ABOUT 2 442 000 RESIDENTS, GROWING BY 204 000 NEW RESIDENTS BY 2032 (GREATER STOCKHOLM AREA). THE MOST VITAL PARTS OF THE CATCHMENT AREA ARE THE PRIMARY- AND THE SECONDARY CATCHMENT AREA, IN TOTAL 900 000 RESIDENTS IN 2023. STOCKHOLM GOT A MILLION MORE INHABITANTS, MORE OR LESS DOUBLE IN SIZE, COMPARED TO OTHER NORDIC CAPITALS. NOTES: (1) IN 2021 OR LATEST AVAILABLE SOURCES: OECD 2019, UNITED NATIONS 2018, OPEN DATA NETWORK 2017, UN HABITAT 2016, BROOKINGS INSTITUTION 2014, STATISTA 2020.

CATCHMENT AREA



TOTAL CATCHMENT AREA



PRIMARY AND SECONDARY CATCHMENT AREA, AND TERTIARY AREA I

EXTRAORDINARY PURCHASING POWER

Stockholm has an under-supply of prime luxury retail space, despite proven domestic purchasing power and RGNT is perfectly designed to meet that supply gap. Combining Nordic sensibility with global flair and timeless luxury, RGNT is the natural place for discerning shoppers to spend time and money.

“REVENUE IN THE STOCKHOLM LUXURY FASHION SEGMENT AMOUNTS TO €12.7BN IN 2023 AND THE MARKET IS EXPECTED TO GROW ANNUALLY BY 3.55%.”

RETAIL PURCHASING POWER 2022-2032

MARKET AREA	RETAIL PURCHASING POWER*			CHANGE 2022-2027		CHANGE 2022-2032	
	2022	2027	2032	MSEK	%	MSEK	%
PRIMARY MARKET AREA	31 011	31 836	31 616	825	3%	605	2%
SECONDARY MARKET AREA	46 565	49 021	51 429	2 456	5%	4 864	10%
SUM PRIMARY + SECONDARY	77 576	80 857	83 045	3 281	4%	5 470	7%
TERTIARY MARKET AREA 1	90 277	96 798	102 374	6 521	7%	12 097	13.4%
TERTIARY MARKET AREA 2	29 364	31 699	33 423	2 335	8%	4 059	14%
SUM TERTIARY MARKET AREA	119 641	128 497	135 797	8 856	7%	16 156	14%
SUM MARKET AREA	197 217	209 354	218 842	12 137	6%	21 625	11%

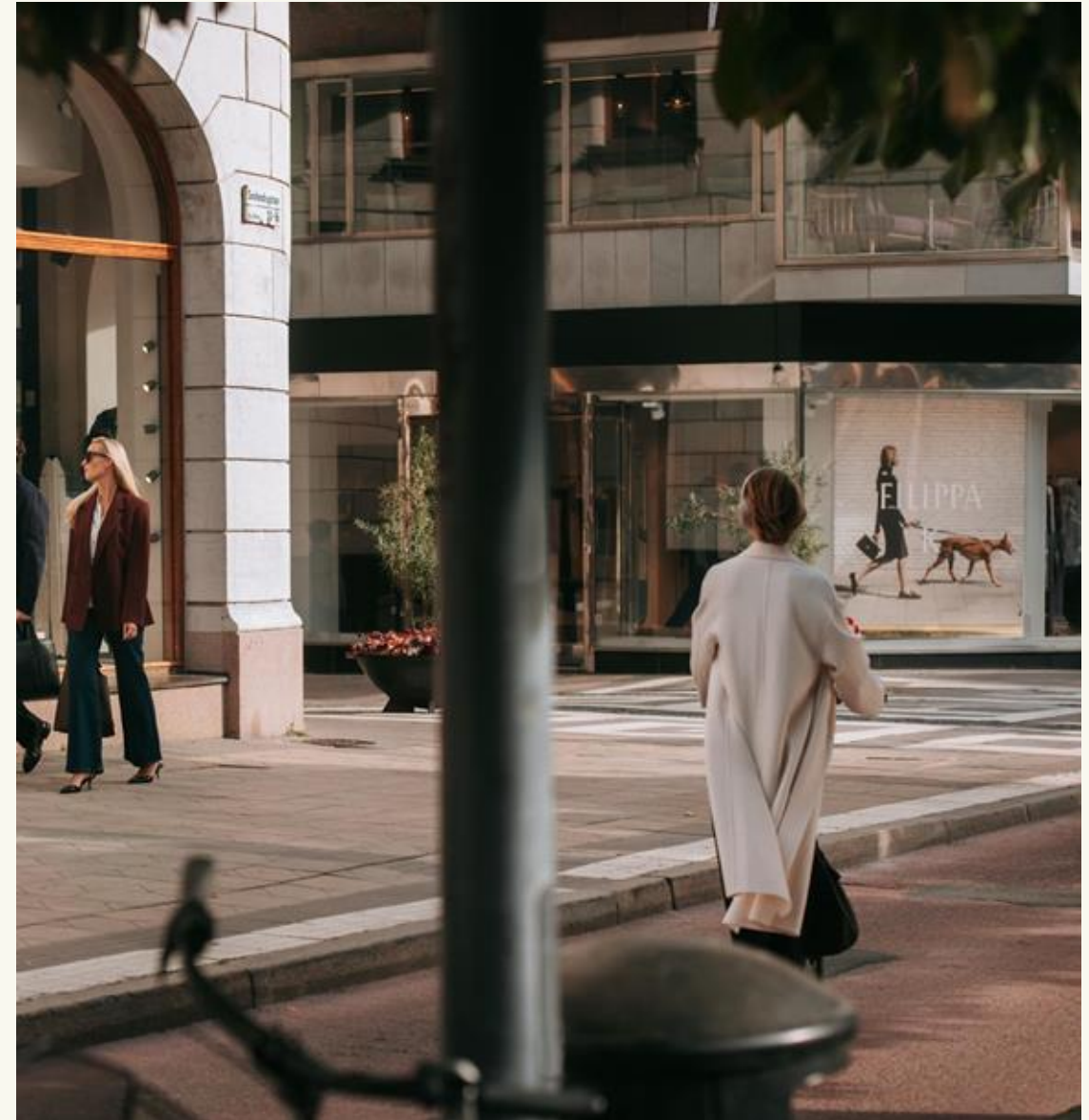
RETAIL PURCHASING POWER BY COMMODITY GROUP (PRIMARY-AND SECONDARY MARKET AREA)

MARKET AREA	RETAIL PURCHASING POWER* (P+S)			CHANGE 2022-2027		CHANGE 2022-2032	
	2022	2027	2032	MSEK	%	MSEK	%
FOOD & CONVENIENCE	37 051	39 313	40 720	2 262	6%	3 668	10%
DURABLES	40 524	41 544	42 326	1 019	3%	1 801	4%
-CLOTHING	6 999	7 156	7 271	157	2%	272	4%
-HOME FURNISHINGS	8 113	8 562	8 972	449	6%	860	11%
-LEISURE	11 082	10 896	10 628	-186	2%	-454	-4%
-DIY AND OTHER DURABLES	14 331	14 930	15 454	599	4%	1 123	8%
SUM RETAIL	77 576	80 857	83 045	3 281	4%	5 470	7%
RESTAURANTS/CAFES	16 092	17 261	18 362	1 169	7%	2 270	14%
TOTAL	93 667	98 118	101 407	4 451	5%	7 740	8%

INSIGHT-DRIVEN TARGETING FOR MAXIMUM IMPACT – MEET THE CONSUMER ARCHETYPES

Our in-depth consumer research has revealed five distinct archetypes that define the RGNT audience. Each plays a vital role in driving sales and brand engagement. Notably, two of these groups act as influential agenda-setters, shaping perceptions and amplifying the RGNT value proposition across broader market segments. This strategic understanding empowers tenants to connect with the right audiences – effectively and with purpose.

CONSUMER ARCHETYPES	VISITS %	VALUE %	
WEEKDAY EXECUTIVES	10-15	40-50	← CORE
WEEKEND DISCOVERERS	15-20	20-25	▼
ELITE LEISURE SHOPPERS	25-30	15-20	← HALO
INTERNATIONAL VISITORS	15-20	20-30	▶
ASPIRATIONAL SOCIALISERS	10-15	5-10	▶



WEEKDAY EXECUTIVES

Through our research into this customer base, we have found that this demographic will typically venture to the office at least three times a week and reside in affluent suburbs such as Östermalm, Danderyd, and Djursholm.

Seeking luxury goods and experiences when shopping, prioritising sustainability and timeless design, they seek spaces that reflect their values and aesthetics. RGNT's luxury retail spaces are designed to provide executive services such as tailoring and private fittings, whilst also having the space for click and collect shopping.

The 55:45 male to female gender split of this audience has an average income of €180,000 per year alongside bonuses. Our research has found their disposable income is spent according to the table to the right:

LUXURY WALLET-SPEND MIX

CATEGORY	SHARE	MEN'S ANCHORS	WOMEN'S ANCHORS
HARD LUXURY* (RECURRING CARE & SMALL GIFTS)	22%	PATEK PHILIPPE, JAEGER-LECOULTRE REVERSO, A. LANGE & SÖHNE SAXONIA	CARTIER TANK/JUSTE UN CLOU, VAN CLEEF & ARPELS ALHAMBRA, BULGARI SERPENTI
FASHION & ACCESSORIES	28%	BRUNELLO CUCINELLI TAILORING, LORO PIANA CASHMERE, ZEGNA QUIET SUITING, BERLUTI LEATHER	FENDI, MAX MARA COATS, HERMÈS SILK & BELTS, ALAÏA SHOES, BOTTEGA VENETA ANDIAMO/ARCO
WINE / ART / HOME	22%	BORDEAUX ALLOCATIONS, CFHILL, SVENSKT TENN ARCHIVE	RARE ART PRINTS, BUKOWSKIS, SVENSKT TENN TEXTILES, KASTHALL RUGS
WELLNESS & EXPERIENCES	18%	GOLF CLUBS, NORDIC SAUNA RETREATS, PHYSIO	SPA RITUALS (GRAND/STUREBADET), PILATES
TECH & MOBILITY	10%	PORSCHE TAYCAN LEASE, BANG & OLUFSEN HI-FI	BMW IX LEASE, BANG & OLUFSEN, HASSELBLAD CFV

HIGH-SPEND TOURISTS / THE TRAVELLING WEEKENDER

Visiting from other Nordic cities, European capitals, the US, and Middle East, these shoppers are looking for discovery.

Staying in designer hotels, they expect places to feel fresh, intuitive, and photo-worthy.

These visitors tend to visit on 2-4 day city breaks and value appointment shopping, queue-free execution, same-day delivery, and experience adjacency.

RGNT caters for this audience thanks to a cluster of top luxury brands, who offer appointment-first experiences. Its concierge style travel desk, and multilingual customer service will allow for ease of use, and its location next to leading hotels makes it accessible for travellers. Our research has found their holiday money is spent according to the table to the right:

LUXURY WALLET-SPEND MIX

CATEGORY	SHARE	TYPICAL SPEND/YEAR	MEN'S ANCHORS	WOMEN'S ANCHORS
FASHION & ACCESSORIES	35%	€3.0-5.5K	JIL SANDER, BRUNELLO CUCINELLI, BOTTEGA VENETA, ETRO, CHURCH'S, DUNHILL	HERMES, ALAÏA, FENDI, BOTTEGA VENETA
HARD LUXURY	30%	€3-5K	AUDEMAR PIGUET, PATEK PHILIPPE, IWC, CARTIER	VAN CLEEF & ARPELS ALHAMBRA, CARTIER LOVE / TANK, BULGARI SERPENTI
FOOD & BEVERAGE	20%	€1.5-2.5K	FRANTZEN, AIRA, ETT HEM, ADAM/ALBIN; NORDIC WINE BARS, FOTOGRAFISKA	FRANTZEN, AIRA, ADAM/ALBIN; COCKTAIL/WINE BARS, NATIONALMUSEUM, MODERNA MUSEET
WELLNESS & RECOVERY	7%	€0.6-1.0K	GRAND HOTEL NORDIC SPA, STUREBADET, LUXURY BARBER	GRAND HOTEL NORDIC SPA, STUREBADET, SPA RITUALS, VERSO, BJORK & BERRIES, EXPRESS BLOW-DRY
TECH & GIFTS	4%	€0.3-0.6K	VALEXTRA CARDHOLDER, GEORG JENSEN, TRANSPARENT SMALL	BYREDO, SVENSKT TENN GIFTS, VALEXTRA CARDHOLDER
SERVICE & SHIPPING	4%	€0.3-0.6K	VIP ROOM, ALTERATION/ PRESSING; EXPORT PACK & TAX-FREE; SHIP HOME/HOTEL	PRIVATE SALON, PRE-FIT SIZES, TAX-FREE & COURIER, RETURN-TO-HOME

ELITE LEISURE SHOPPERS / THE SOCIAL TASTEMAKER

As one of Europe’s most advanced digital markets, Sweden’s wealth is evolving – blending legacy family capital with new fortunes from tech, finance, and entrepreneurship.

A new affluent class, aged 28-45, has emerged, and luxury consumption is shifting, becoming digital, design-led, and value-driven.

Shopping is an occasion for this audience, and purchases are often timed with gallery visits, meet-ups or anniversary weekends.

They want a curated lifestyle under one roof, social immersion with soft exclusivity, and an elegant escape without hassle. RGNT will provide international premium retail alongside cultural events and fine dining, as well as easy wayfinding and frictionless journeys across the building.

With a 54:46 female to male split, household income for this group of shoppers is around €150,000 per year. Our research has found their disposable income is spent according to the table to the right:

LUXURY WALLET-SPEND MIX

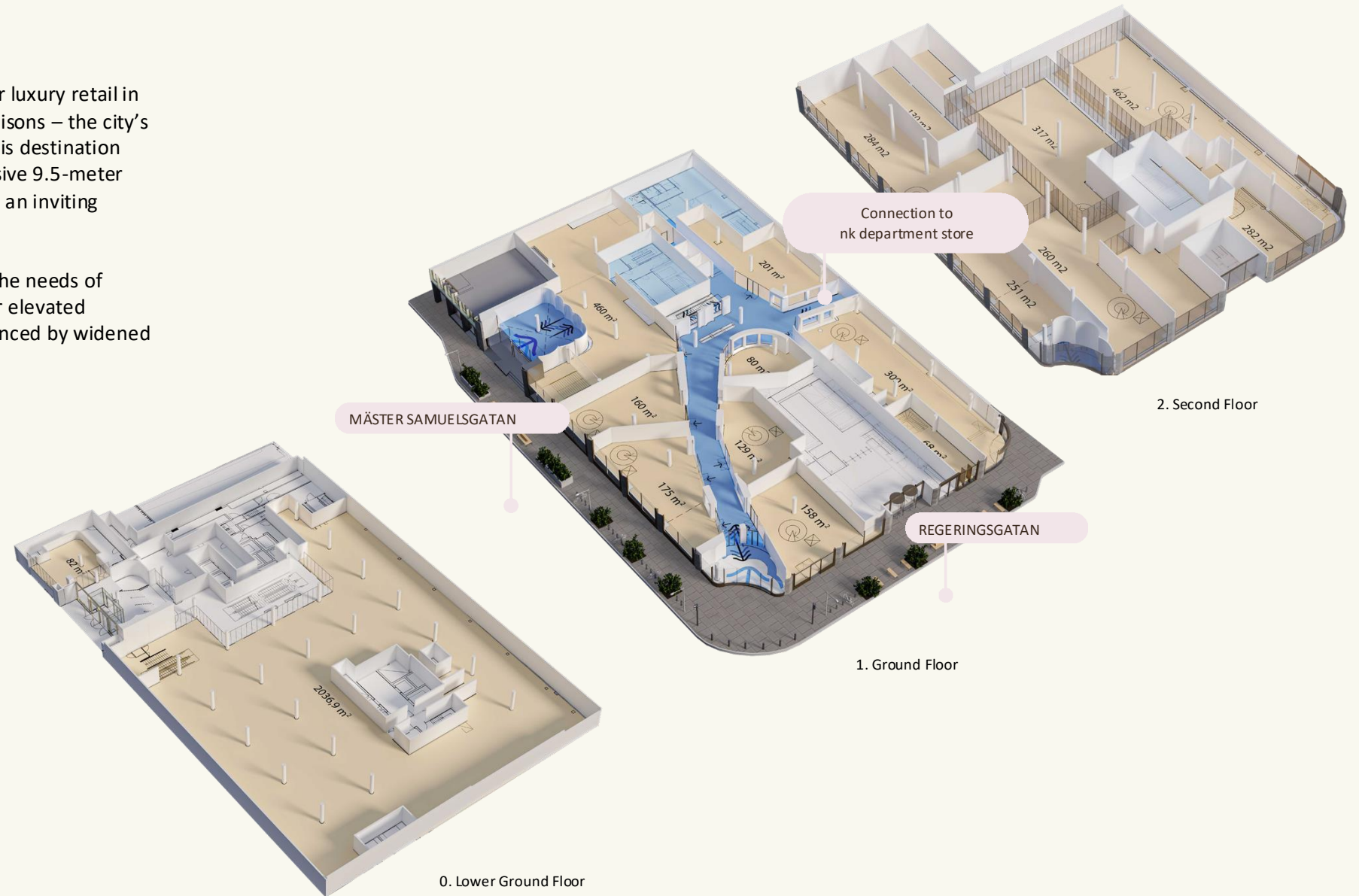
CATEGORY	SHARE	TYPICAL SPEND/YEAR	MEN'S ANCHORS	WOMEN'S ANCHORS
FASHION & ACCESSORIES	38%	€18-28K	ZEGNA TAILORING, LOEWE OUTERWEAR /SLG, BRUNELLO CUCINELLI KNIT	HERMÈS SILK & BELTS, ALAÏA SHOES, BOTTEGA VENETA ANDIAMO, VALEXTRA BAGS
HARD LUXURY	27%	€14-22K	PATEK PHILIPPE CALATRAVA, VACHERON CONSTANTIN, JAEGER-LECOULTRE REVERSO	VAN CLEEF & ARPELS ALHAMBRA, CARTIER LOVE / TANK, BULGARI SERPENTI
FOOD & BEVERAGE	20%	€7-11K	WHISKY TASTINGS, SET-MENU LUNCHES, ROOFTOP BRUNCHES	CHAMPAGNE BRUNCHES, CHEF'S TABLES; ADAM / ALBIN, PERSONA, ETT HEM
CULTURE & GIFTING	7%	€2.5-4.5K	EDITIONS & PHOTO BOOKS; CFHILL, MODERNA MUSEET SHOP	STUDIO CERAMICS & DESIGN EDITS; SVENSKT TENN SMALLS, AESOP/DIPTYQUE
WELLNESS & RECOVERY	8%	€3-5K	CRYOTHERAPY SESSION, RED SAUNA, PT BLOCKS	SPA RITUALS, YOGA CLASS, GRAND HOTEL SPA

* Svensk handel, Swedish Trade Federation and SCB, Statistics Sweden

Floor plans

RGNT sets a new international benchmark for luxury retail in Stockholm. Home to seven iconic flagship maisons – the city's highest concentration of prestige brands – this destination offers unmatched visibility and allure. Expansive 9.5-meter window fronts create a striking presence and an inviting showcase for world-class retail experiences.

Flexible, premium spaces can be tailored to the needs of discerning brands, ensuring the perfect fit for elevated storytelling and customer engagement. Enhanced by widened sidewalks, lush greenery and seating.



Pembroke's GLOBAL PORTFOLIO

Over the past 29 years, Pembroke has carefully built a 915,000 sq. m diverse portfolio that spans office, residential, luxury retail, and mixed-use environments across 14 of the world's leading cities.

Pembroke takes a considered and forward-thinking approach to creating exceptional retail environments. Through innovative design, a strong commitment to sustainability, and deep insight into evolving consumer experiences, we deliver destinations that elevate every brand. Our dedication to world-class quality has made Pembroke the preferred choice for some of the world's leading brands, who have selected our properties as the homes for their flagship stores.

Pembroke has been present on the Nordic market since 2010 with its Nordic portfolio comprising approximately 220,000 sq. m.



BACKED BY FIDELITY

Pembroke manages real estate investments funded by private capital from our parent company, FMR LLC (Fidelity Management & Research), and we engage in investment activities with a long-term perspective, carefully assessing market cycles to maximize portfolio performance.

FMR LLC is the parent company of a group of U.S. companies commonly known as Fidelity Investments. Fidelity Investments is one of the world's largest providers of financial services, with assets under administration of more than US\$16.4 trillion, including managed assets of over US\$6.4 trillion (as of June 2025). Founded in 1946, the firm is a leading provider of investment management, retirement planning, portfolio guidance, brokerage, benefits outsourcing and many other financial products and services.





TAILORING BESPOKE EXPERIENCES

Maximilianhöfe is Pembroke's world class mixed-use office and retail scheme. It is home to luxury brands as well as the popular restaurant and meeting place, Brenner's Grill. Its latest arrival Gucci worked closely with Pembroke's in-house asset management and development teams to deliver their flagship vision. A sophisticated space across two floors which makes guests feel part of a luxury home, combined with eco-friendly initiatives and energy-efficient technologies to align with Gucci's global sustainability commitments.



REGERINGSGATAN

THE IMPRESSIVE WINDOW DISPLAYS CREATE AN INVITING ATMOSPHERE,
WITH SPACES THAT CAN BE TAILORED TO MEET THE NEEDS OF ANY DISCERNING RETAILER.



MÄSTER SAMUELSGATAN — REGERINGSGATAN



MÄSTER SAMUELSGATAN

GET IN TOUCH



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