

LAUNCH YOUR BRAND IN STOCKHOLM

RGNT

POP-UP OPPORTUNITIES FOR RETAIL AND F&B

RGNT

WHY RGNT?

A pop-up at RGNT is an opportunity to be part of Stockholm's next retail destination.

Located at one of the city's most prominent intersections, RGNT offers brands a platform to test the market, launch new collections or create immersive experiences within a carefully curated environment.

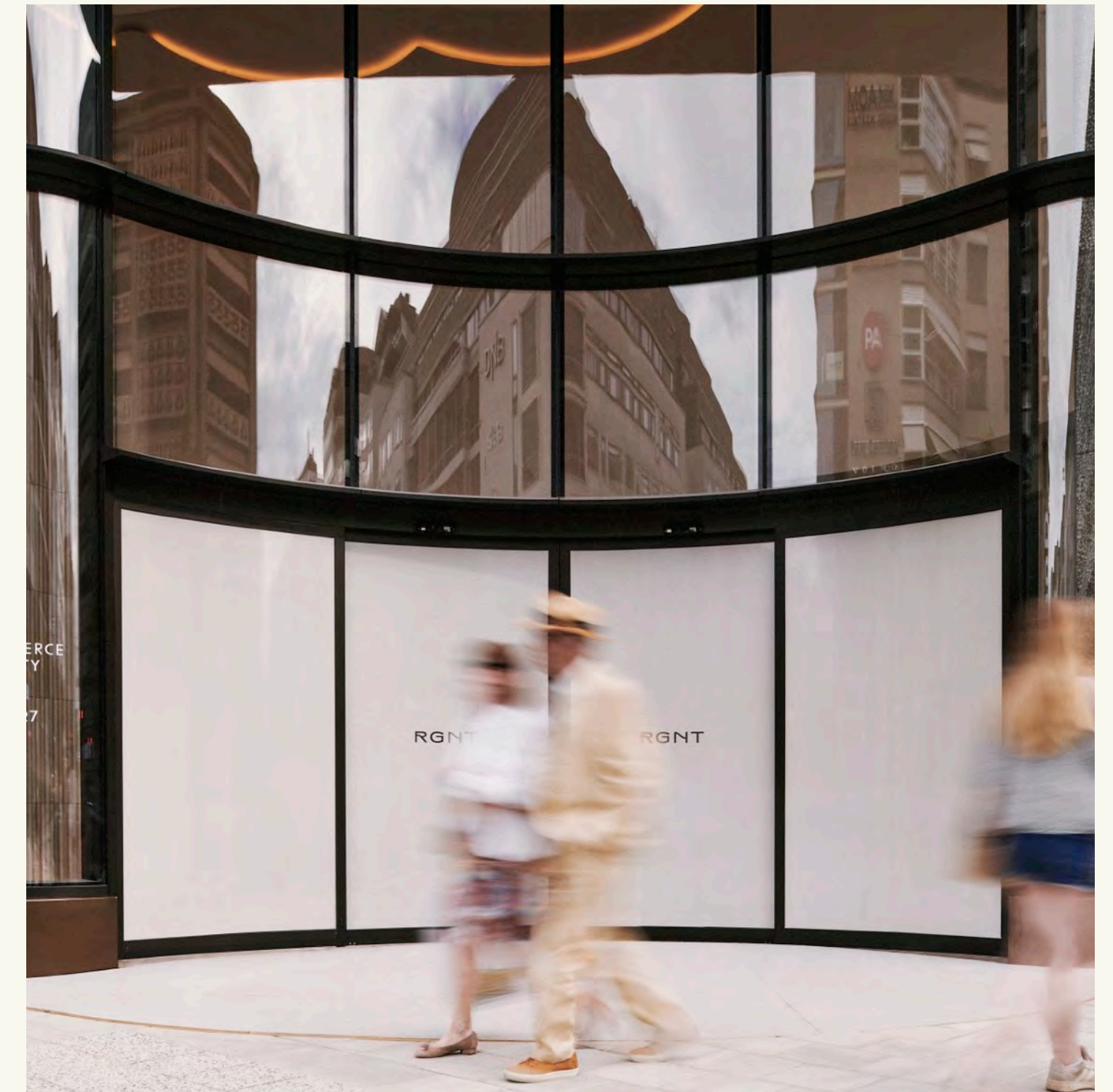
With a mix of office workers, residents and city visitors, RGNT will generate activity throughout the day and evening, providing brands with access to a diverse, high-quality audience in a highly visible CBD location.

Set as part of mixed-use development with seven floors of contemporary workspaces, and 27 residences, RGNT emerges as a destination for progressive luxury - open, accessible, and alive with cultural energy.



RGNT

A NATURAL HOME FOR POP-UPS



For more than a decade, Pembroke has successfully used pop-ups, brand activations and cultural experiences to transform spaces into destinations. Across our global portfolio, temporary concepts have attracted visitors, generated media attention, tested new retail formats and helped establish long-term leasing momentum. With RGNT we'll build on this proven approach.

RGNT

PREMIER LUXURY AND LIFESTYLE DISTRICT

RGNT is located in Stockholm's most prestigious convergence of luxury retail, premium lifestyle, business and culture, where affluent consumers live, work, shop and socialise:

- Biblioteksgatan - luxury shopping spine
- Birger Jarlsgatan - The luxury boulevard
- Mäster Samuelsgatan - The connector between luxury & business
- Hamngatan - Stockholm's premier commercial high street
- Regeringsgatan - The lifestyle corridor; seeking experiences as much as products.

CONNECTIVITY

- Walkability - just 10 minutes from Stockholm Central Station
- Buses - local and regional
- Subway - 400-meter radius
- Trains - 30 minutes from Arlanda Airport
- Car parks - four car parks with 2,100 parking spaces within a 300-meter radius



RGNT

MEET THE AUDIENCE

RGNT brings together a unique mix of audiences including affluent shoppers, international visitors and thousands of office workers from the surrounding CBD. The destination is designed to capture both planned and spontaneous visits throughout the day.

AUDIENCE HIGHLIGHTS

- Premium and luxury shoppers
- International travellers
- Professionals working in the city centre
- Design and fashion-conscious consumers
- High-spending Nordic visitors

A woman with long blonde hair, wearing sunglasses, a grey overcoat, a white shirt, and a brown blazer and trousers, is walking on a city sidewalk. She is carrying two shopping bags, one white and one dark blue. The background shows a city street with stone arches and other pedestrians.

“With nearly 70,000 visitors passing through in just one hour, RGNT offers access to a highly active and relevant audience.”

DESIGNED FOR VISIBILITY

RGNT combines exceptional exposure, strong footfall and flexible retail opportunities in the heart of Stockholm, creating the ideal platform for launches, activations and market entry.

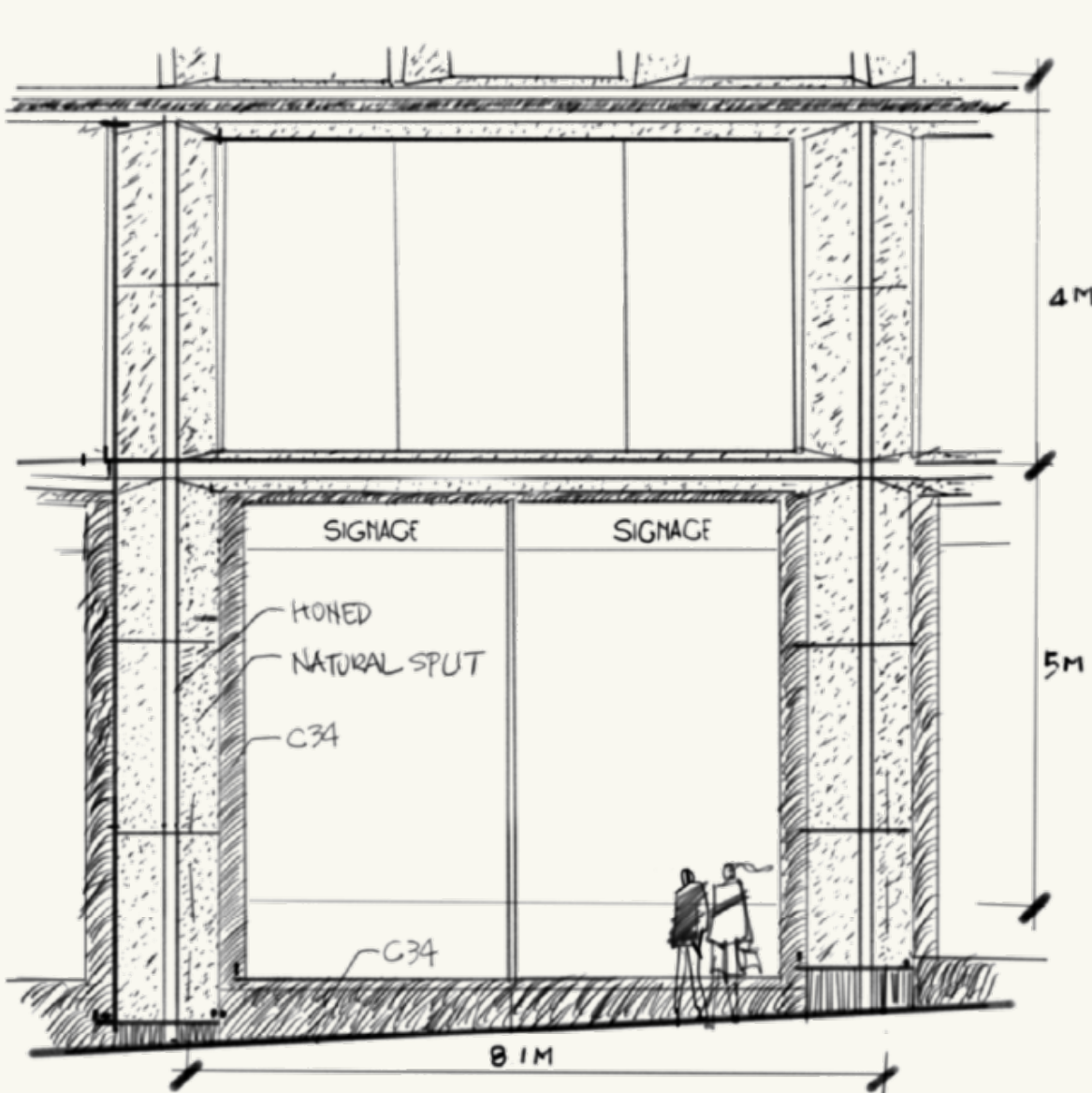
- Double-height retail frontages
- Exceptional street exposure
- Immediate proximity to NK
- New widened streets with greenery and seating
- High daily footfall throughout the year

With nearly 70,000 visitors passing through in just one hour during a four-day measurement period*, this central city block stands out as one of Stockholm’s most vibrant and high-traffic-destinations. This gives brands the opportunity to test products, gather insights and build awareness among highly relevant target groups.

* Study carried out with manual people counters at 17 checkpoints in the block during four days in May 2025, between noon-1 pm or 1-2 pm.



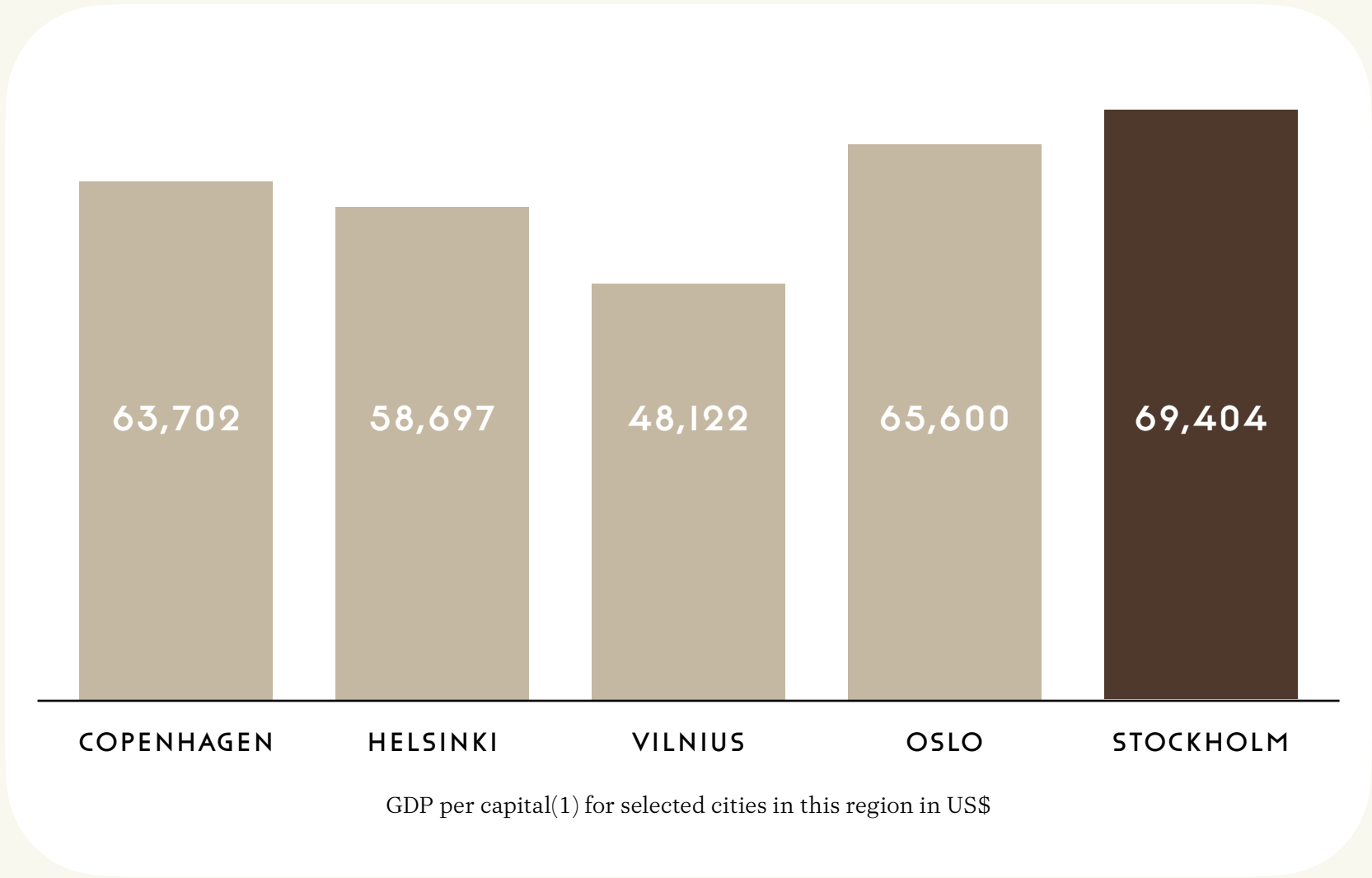
”For brands looking to make an impact, location matters”



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 potential spending on retail goods
- In the top 25 of global prime high streets



Source: OECD 2021, Open Data Network2021. Brookings Institution 2018, Statista 2021.
<https://www.stockholmbusinessregion.com/insights/urban-development>



CASE STUDY

LUXURY MOMENTS IN STOCKHOLM



CHANEL POP-UP PK-HUSET, STOCKHOLM

During the refurbishment of its Bibliotekstan flagship, Chanel maintained a presence in central Stockholm through a pop-up at PK-Huset. PK-Huset was the ideal choice, delivering sustained visibility and customer engagement within the city's premier luxury retail district.



PORSCHE STAGE, MÄSTERHUSET, STOCKHOLM

Porsche transformed space at Mästerhuset into a temporary Porsche Stage, supporting the launch of the all-electric Taycan. Part showroom, part event venue, the activation combined experiences, hospitality and test drives to generate sustained visitor engagement.

CASE STUDY

NEW EXPERIENCES IN ASIA-PACIFIC



MERCEDES-BENZ CONNECTION, ROPPONGI, TOKYO

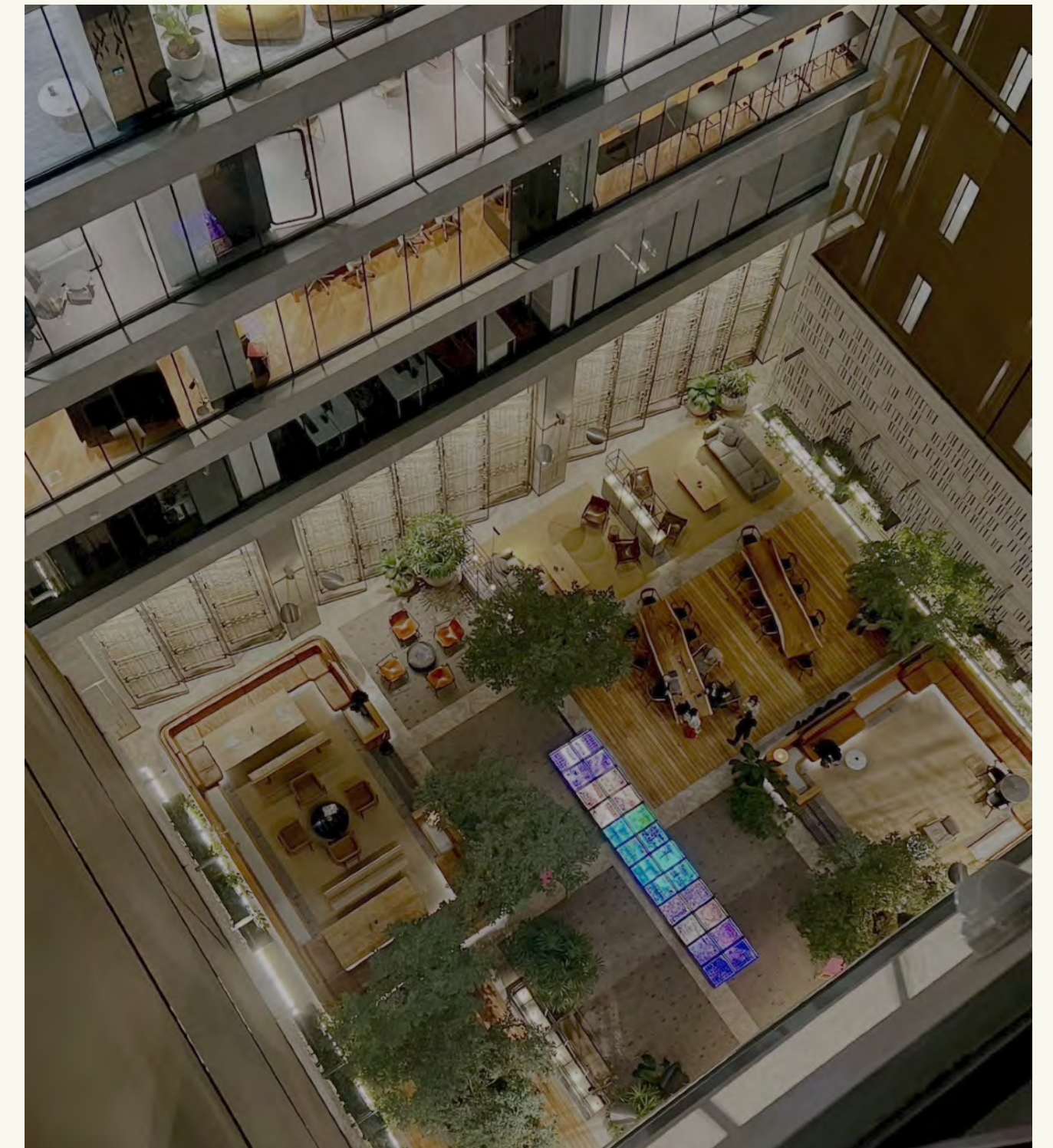
Mercedes-Benz Japan brought the pre-development site to life through a temporary showroom and lifestyle destination. The 18-month activation combined retail, hospitality, events and automotive experiences, building momentum and proving the destination's appeal.



MECCA MARTIN PLACE POP, SYDNEY, AUSTRALIA

A design-led beauty destination combining immersive retail with expert beauty, skincare and fragrance services. The concept also serves as a testing ground for new experiences, formats and brand activations, strengthening customer engagement in one of the city's busiest locations.

RETAIL IS ONLY PART OF THE STORY



Pembroke's art, culture and placemaking initiatives demonstrate how temporary experiences can enrich destinations and draw new audiences. At both 100 California Street and Melbourne's T&G Building, activations spanning art, technology, culture and sport strengthened community engagement and increased visitation.

RGNT

DEVELOPED BY PEMBROKE

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.
Read more at pembroke.com



ARE YOU INTERESTED?
LET US KNOW

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