

Avolta wins contract to introduce Swedish brand & Other Stories to Stockholm Arlanda Airport



Popular Swedish brand & Other Stories will join the retail offer at Stockholm Arlanda Airport

Leading global travel experience player Avolta is set to elevate the fashion offering for travelers at Sweden's largest airport, having secured a six-year contract to operate & Other Stories at Stockholm Arlanda Airport.

The contract marks the first time the Swedish brand - part of H&M Group - will open at an airport anywhere in the world, rendering the win even more significant for both Avolta and Stockholm Arlanda Airport.

The store opening builds on Avolta's comprehensive retail and F&B partnership with Swedavia, which saw Avolta recently unveil its Store of the Future, a walk-through retail space combining Swedish hospitality and a sense of place with digital innovation.

The contract, which runs until 2031, sees Avolta open a 123-square-meter standalone store within the new Arlanda Marketplace. Travelers will be able to shop a range of categories, including handbags and small leather goods, beauty, accessories and jewelry, lingerie and swimwear and a refined assortment of clothes and shoes.



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Margareta Le Calvé, General Manager, Nordics, Avolta, said, "We are thrilled to have been awarded the contract to bring & Other Stories to Stockholm Arlanda Airport, with the first-ever airport store for the brand. We are continuously looking for ways to improve the airport experience for our customers, and we believe that spotlighting local heroes is a great way to achieve this. As a Swedish fashion brand, & Other Stories is the perfect addition to the new Stockholm Arlanda Marketplace,

which is currently taking shape.”

Charlotte Ljunggren, Director of Marketing and Sales, at Swedavia, added, “In the new range of shopping options that is emerging at Arlanda, we want to focus on a broad mix of inspirational experiences and memorable visits for both our Swedish and foreign passengers. & Other Stories is an attractive brand, and a perfect fit with Swedavia’s strategy to support and promote Swedish and Scandinavian brands. We are therefore very happy that & Other Stories has chosen to establish at Stockholm Arlanda.”

Lina Söderqvist, Managing Director & Other Stories commented, “We are pleased to expand our presence at Stockholm Arlanda Airport in partnership with Avolta. The new Arlanda Marketplace provides a valuable opportunity for & Other Stories to connect with a global audience, offering travelers a closer look at our brand in an inspiring and dynamic setting.”

This will be Avolta’s ninth retail store at Stockholm Arlanda Airport. In addition to its retail units, Avolta will be operating 12 F&B stores at Stockholm Arlanda, including Samla City Bar and Bread/Break which opened earlier this year.