

Retail Safari in Stockholm Part 2. For this new article about retail insights in Stockholm ([read the first episode here](#)), let's zoom in on 4 new brands.

- BIONIC, Next Generation Sport

Bionic, a Swiss gym chain specialized in Electrical Muscle Stimulation has recently expanded in Sweden. Bionic helps its customers to achieve their sportive goals quickly (a session doesn't exceed 20 minutes) and with the utmost efficiency.





- PARADISET, urban high-end organic supermarket

Located in the basement of an inner-city shopping mall, [Paradiset](#) is a blueprint for upscale supermarket concepts. Everything here is beautifully laid-out with a Scandinavian touch.





- GATEAU, impulse bakery

[Gateau](#) compares to Fabrique (which I mentioned in the part 1). Small bakeries located in shopping malls with a alluring and gourmet merchandising.



- HASBEENS, ecological shoes with style

[Hasbeens](#) is a famous Swedish brand that showcases a wide range of stylish colored shoes inspired by local traditional models. The worldwide famous brand (available in department stores and online outside Sweden) has reinvented Swedish shoe shapes and patterns using ecological rubber and leather. The aesthetic of the store tells a lot about the brand focus on elegance and style.

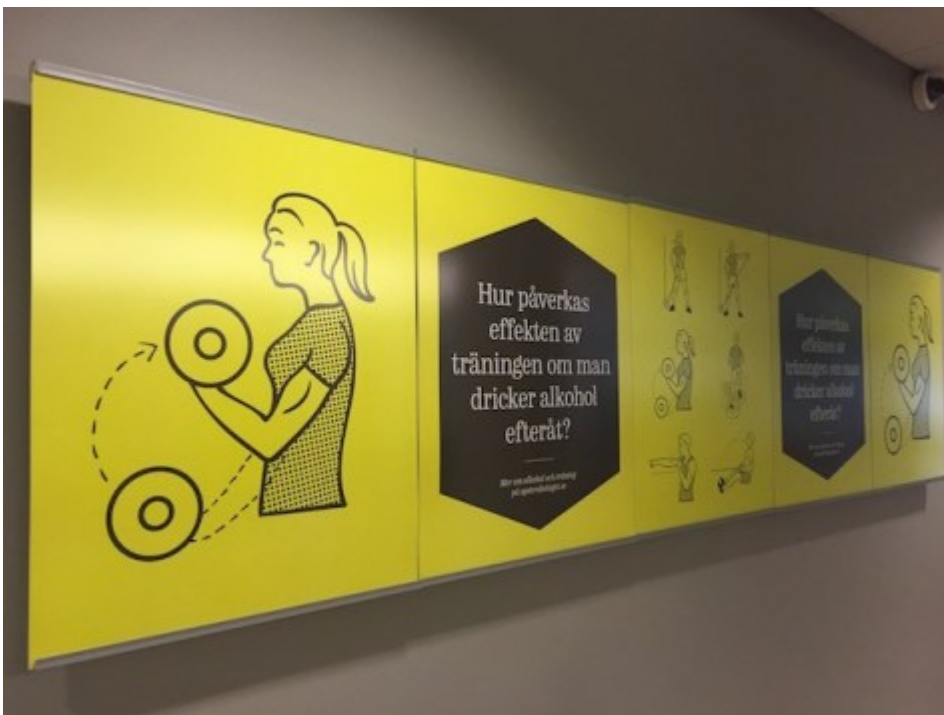




- SYSTEMBOLAGET, state controlled liquor stores

In Sweden, selling alcohol is a State monopoly. You may find many [SystemBolaget](#) stores throughout the country but it is quite funny to see how life is made sometimes hard for customers to supply themselves with wine or liquors. On Saturdays, shops close at 4 pm and inside the store many posters are encouraging people to take care of their health by avoiding alcohol. Kind of schizophrenic position.







You can access all my [articles about brands and retail concepts here](#).

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