

+ Malmo Designer Village

Malmö, Sweden



The What

The Malmö Designer Village is a new outlet shopping centre proposed to be built in Skåne County, Sweden. It is expected to become the largest outlet village in the Scandinavia region, upon completion.

Overview

Rioja Estates and Osborne+Co will develop the project in two phases. The first phase of the shopping centre is scheduled for opening in 2025, while the second phase is expected to be completed in 2027.

The outlet shopping centre is estimated to involve an investment of £120m. It will provide visitors with a multi-sensory shopping experience.

The project will generate an estimated 600 construction-related jobs and, on completion, 1,500 new jobs across retail, management, and services.



MASTER PLANNING
AND RETAIL OUTLET



290,000 SQ FT



£120M

Malmö Designer Village location

The Malmö Designer Village will be in Kävlinge Municipality, Skåne County, Sweden. It will be a 25-minute driving distance from Malmö city centre and 50 minutes from Copenhagen.

The shopping centre will be easily accessible from Malmö Central Station, Lund, Helsingborg, Copenhagen International Airport, and Copenhagen city centre.

The catchment area of the shopping destination will reach an estimated 3.8 million residents within 90 minutes of drive time. The outlet shopping destination will be easily accessible from the European motorway E25.

Details of the Malmö Designer Village

The Malmö Designer Village will feature attractive shopping streets with dining and refreshment areas surrounded by landscaped gardens. It will have restaurants, play areas and coffee shops along its retail boulevards. The outlet village design takes cues from Scandinavian design, culture, and local architectural styles.

The shopping facility will occupy 27,000 sq m of space across two phases. One hundred thirty stores, ranging from reputed international brands to new ones, will be located at the outlet village.

The first phase of the designer village will feature around 90 stores, spread across 18,000 sq m.

The second phase will add 40 stores and occupy 8,800 sq m.



Details of the Malmö Designer Village

Feature restaurants, cafes, and bars across six dining concepts, offering al fresco dining overlooking the landscaped gardens.

The shopping centre will have around 900 sq m garden and social spaces, 260 sq m of play area for children, and parking space for 2,000 vehicles. It will also have a provision for fast charging points for electric vehicles.

The shopping streets and gardens can host several seasonal events to lure new and repeat visitors to the outlet village.

Sustainability goals of the Malmö Designer Village

The Malmö Designer Village will be a durable, resilient, and sustainable development. It will have a low-impact design, reducing carbon emissions and supporting climate change and biodiversity.

The project aims to achieve Building Research Establishment's Environmental Assessment Method (BREEAM) 'Very Good' rating.

