

# DEPART.A.MENTAL.

ARLANDA  
WESTFIELD MALL OF SCANDINAVIA

JÖNKÖPING  
ÖREBRO

# About Depart.A.Mental

A curated co-retail department store offering gifts, fashion, beauty, lifestyle, tech and extraordinary expert service.



# The journey

2023 Q2 - First store launched in WMOS

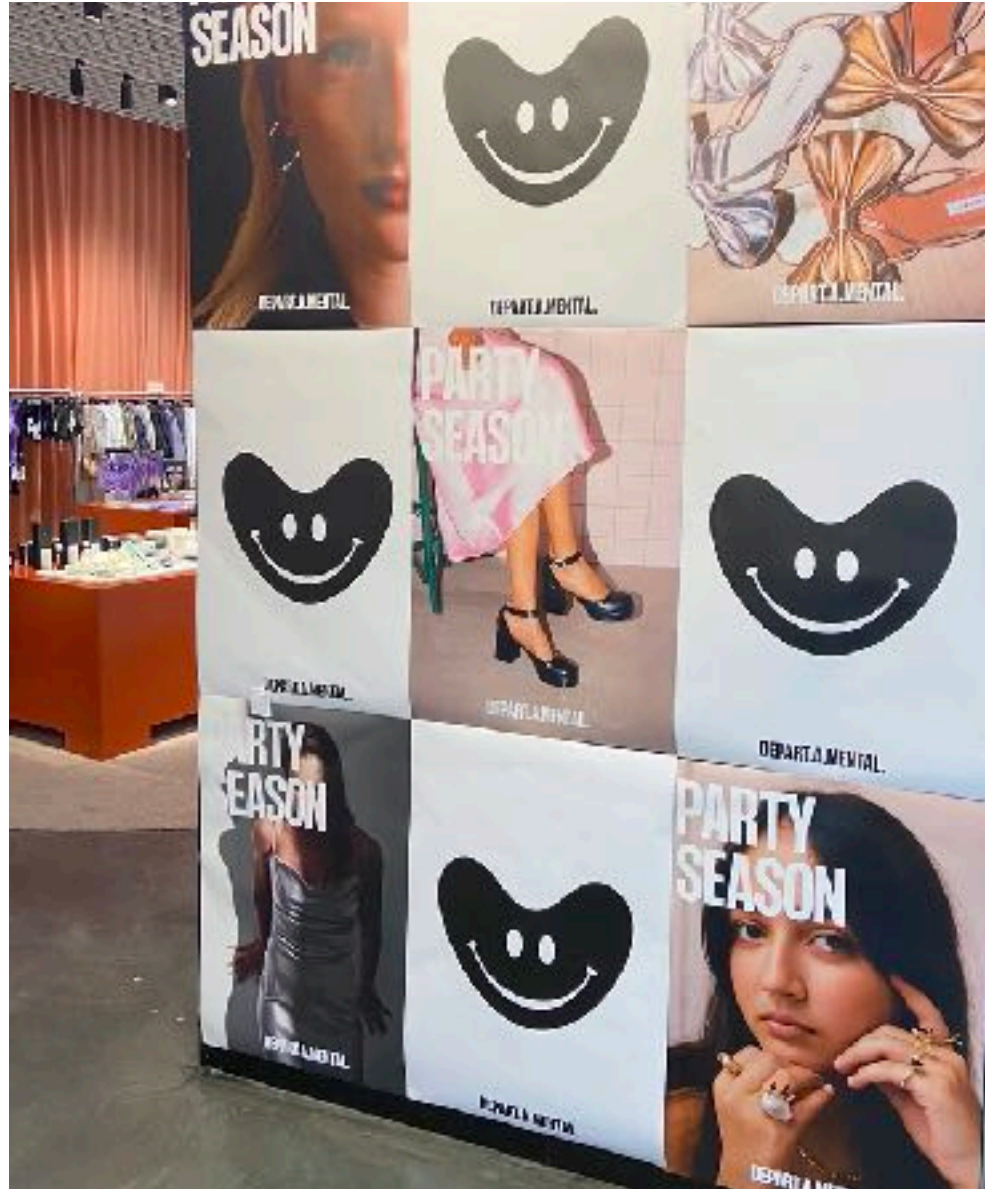
2025 Q1 - Second store launched at Arlanda.

2025 Q4 - Opening in Jönköping and Örebro.

2026 Q2 - Opening in 2+ new locations in Sweden









# Brands

## ARLANDA

Act of Caring | AGDA | Ahlvar Gallery | Astaxin | Aurezzi | BARE | Be Lucent | Becore | Björn Axen | Blankens | Bobo Choses | Bon Voy | Britt Sisseck | Brixtol Textiles | C’est Normal | Centrale Perfumería | Ceremonia | Codage | Corlin | Cra-yon | Diptyque | Ecoestic | Edblad | Frama | Fei Paris | Flattered | Fugazzi | Glow Station | Haale | Harriet Allure | Ioaku | Iris Hantverk | Källa| Lace Laboratory | Le Rouge Français | Les Eaux Primordiales | Louis Abel | Le Scarf | Mahéquline | Mantle | Melyon | Mini Rodini | Muli Collection | New Mags | Niche Beauty Lab | Nikben | Noir Sthlm | Nothing | Our New Routine | Past Tense | Perroy | PIXI | Réminiscence | Residus | Sandqvist | Selahatin | Skinome | Sleepers | Sunkissed caps | Swedish stockings | Tapper | Teenage Engineering | The skin wardrobe | Und Gretel | Uniform | Vicolo | Wood wood

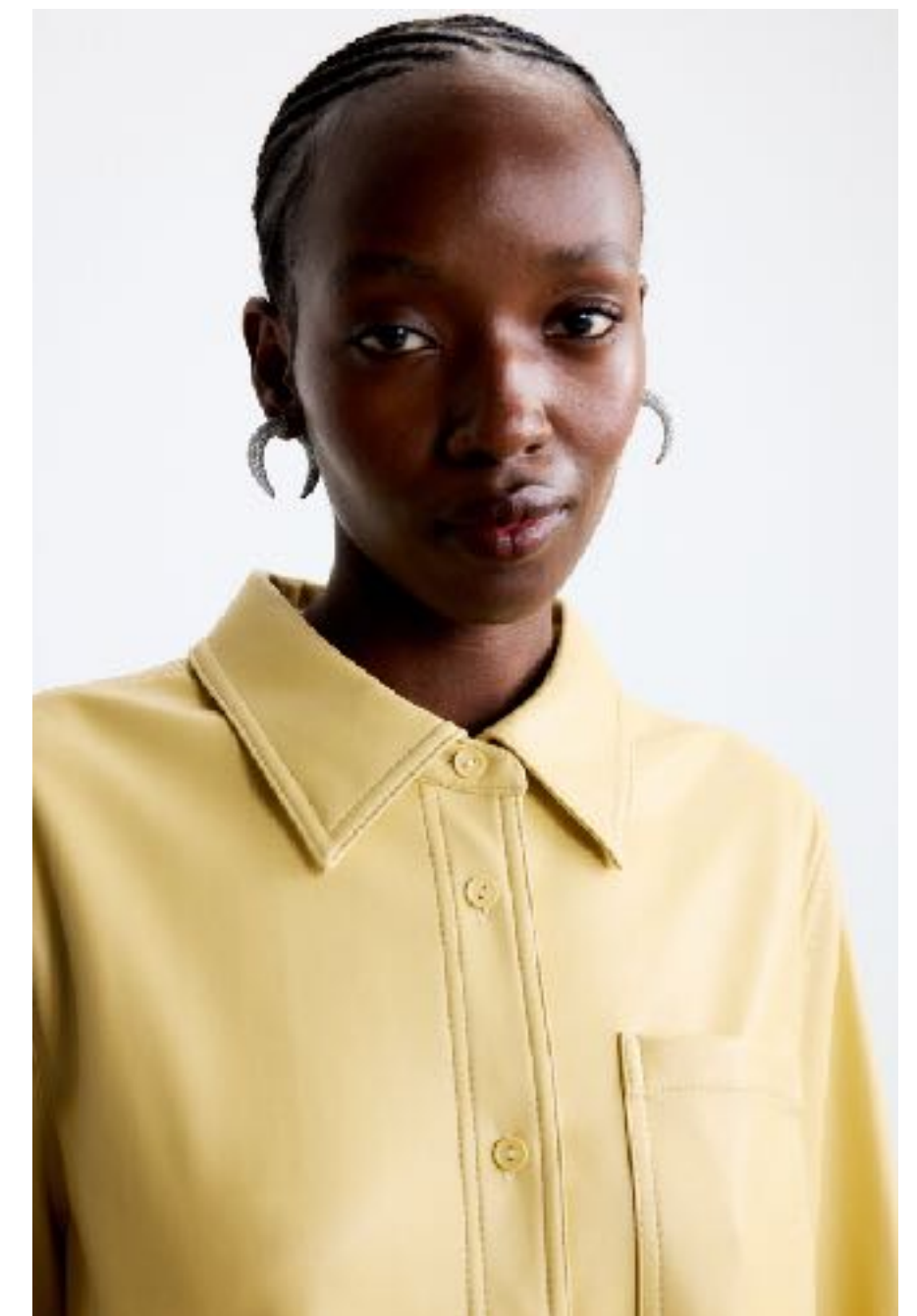
## WESTFIELD MALL OF SCANDINAVIA

A2 Vintage | Alltså | Astaxin | Atelier Kajsa | Bala di Gala | Be Lucent | Bobo Choses | Bondett | Brands of Beauty | Brixtol Textiles | Ceremonia | Corlin | Codage | Cra-yon| Ecoestic | Elegancify | Vicolo | Fröyja | Glas scandinavia | Glow Station | Haale | Harriet Allure | IA Bon | Jumperfabriken | Le rouge francais | Léc | Miqa | Mooshroom | Jeanerica | Nuface | Tapper | Vicolo | Zested |L8 Hasselblad | Melyon | Niche Beauty Lab | Our New Routine | Poem object | Residus | Russemerch | Salsa Jeans | Switch Nails | Savour | Zanella



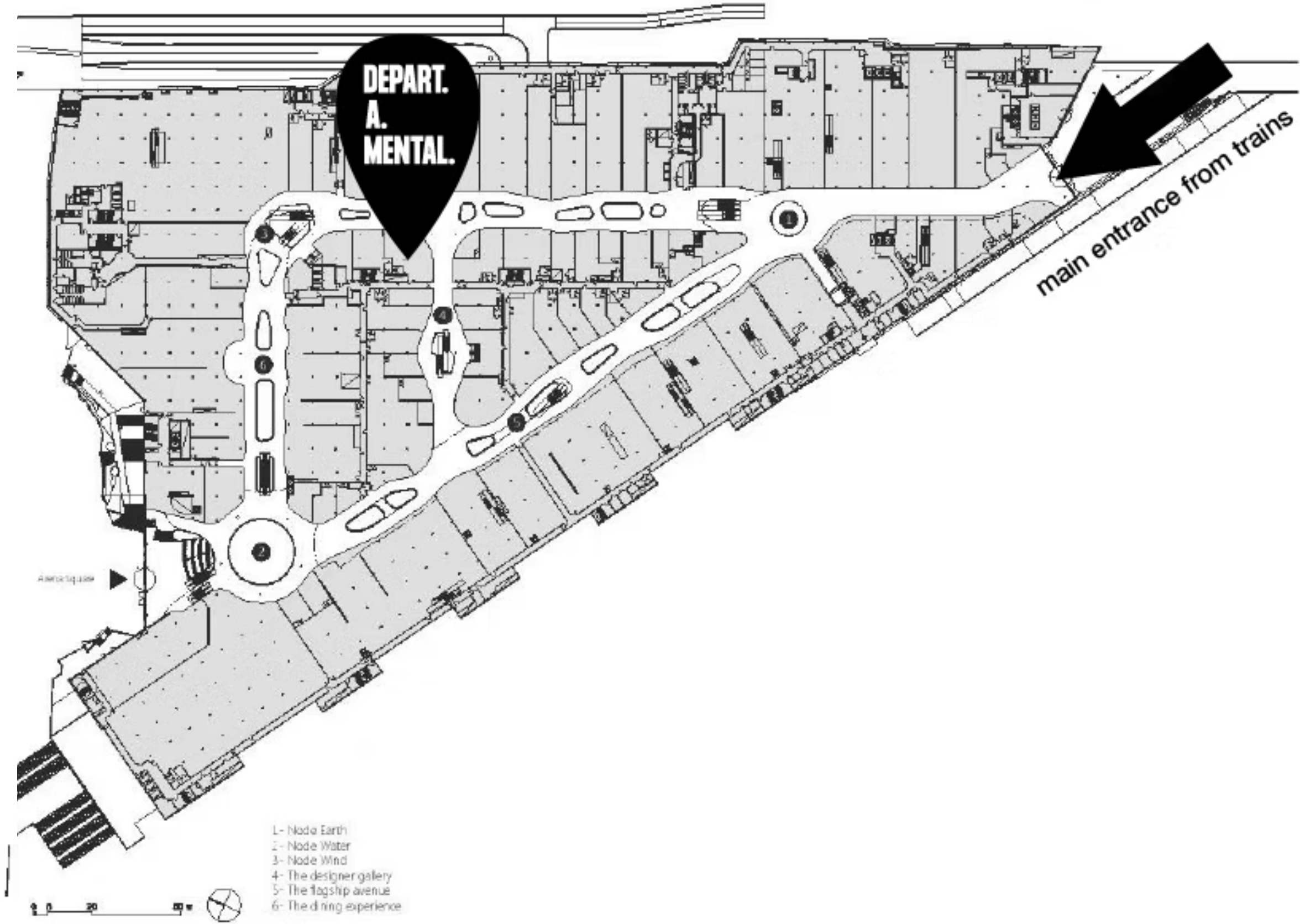
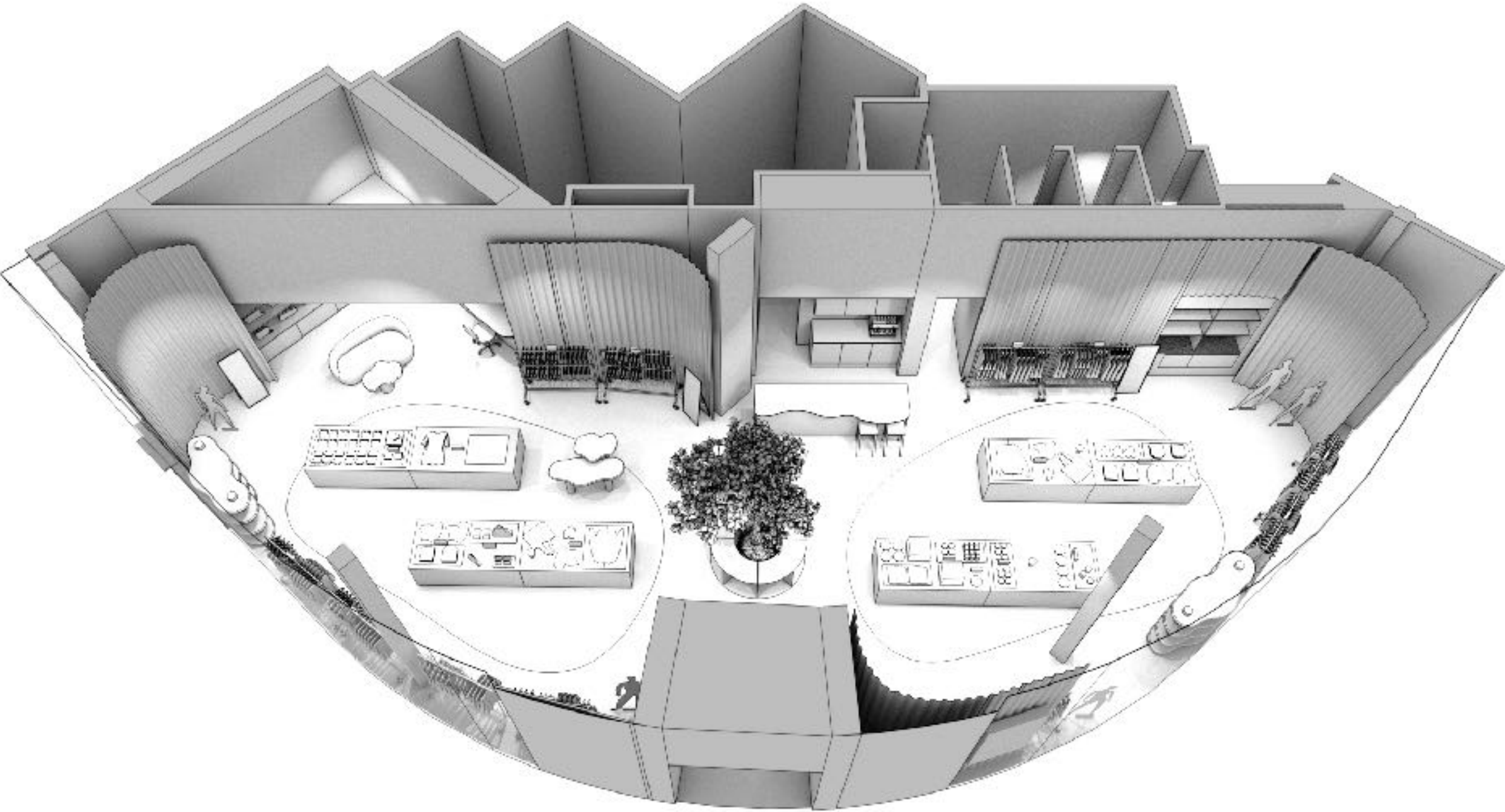
# Westfield Mall of Scandinavia

- 180 m2 store
- 150 brands engaged, 50 active
- Average 23k visitors monthly
- Open since April 2023
- Located at level 1 in Designers gallery.
- Concept: Mix between premium brands and youth (strong tiktok brands) within fashion, beauty and accessories.





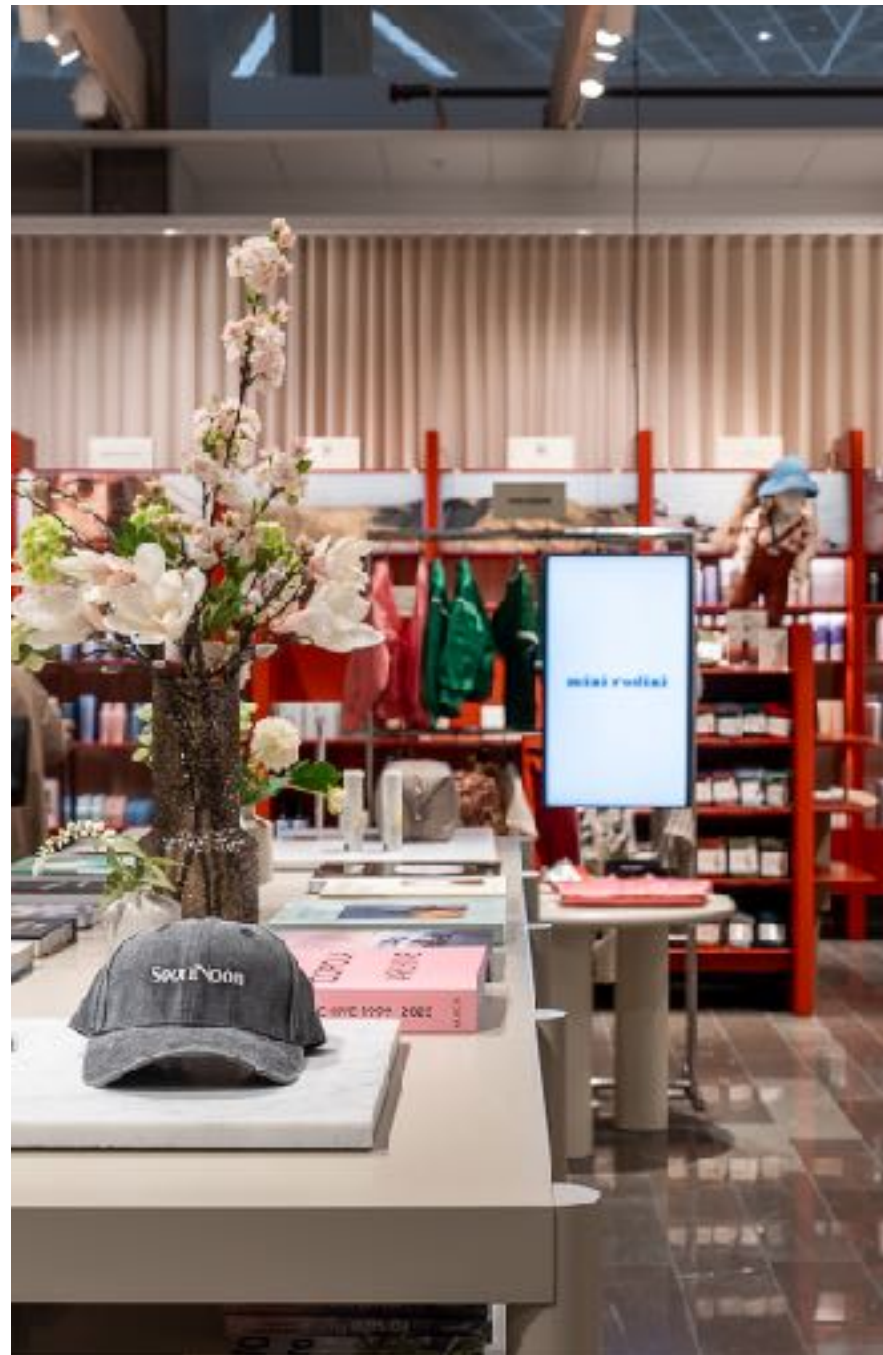
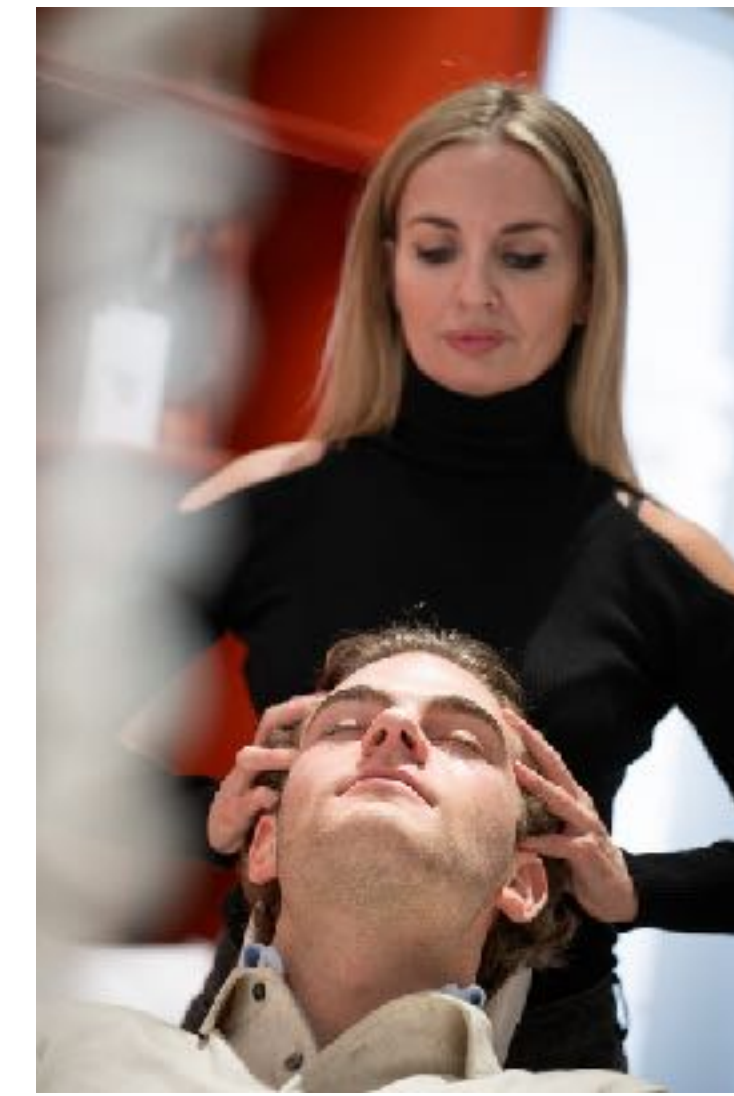
# Westfield Mall of Scandinavia





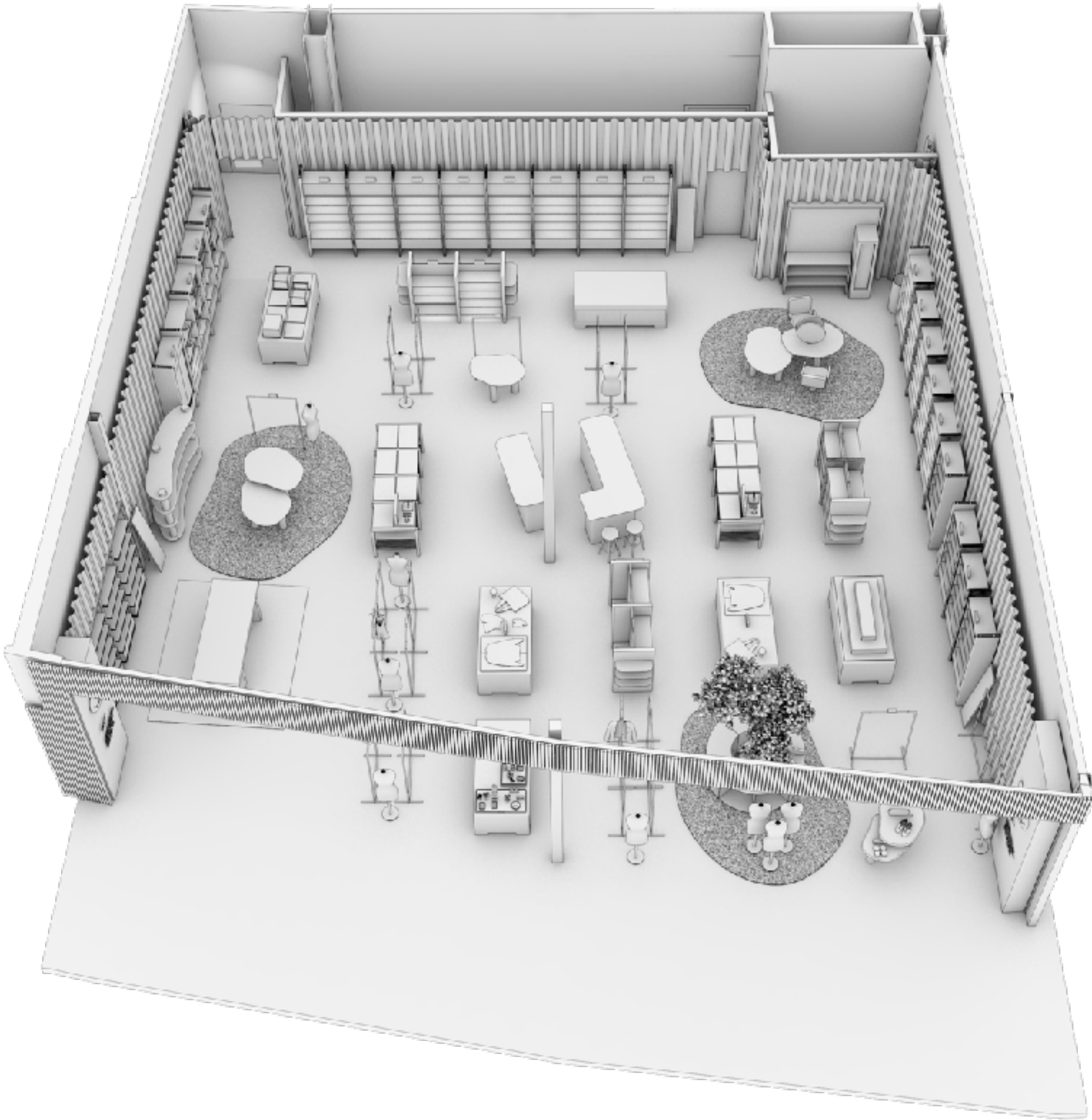
# Arlanda

- 300 m2 store
- 70 brands
- Launched 20th March 2025
- Traffic: 23K passing daily
- Time spent Terminal 5: 70 minutes airside on average
- Neighbors: &stories, Rituals, J. Lindeberg, Illum bolighus
- Concept focus: Niche premium. Fashion, beauty, tech, kids and gifts. Scandinavian and international brands.





# Arlanda, Terminal 5



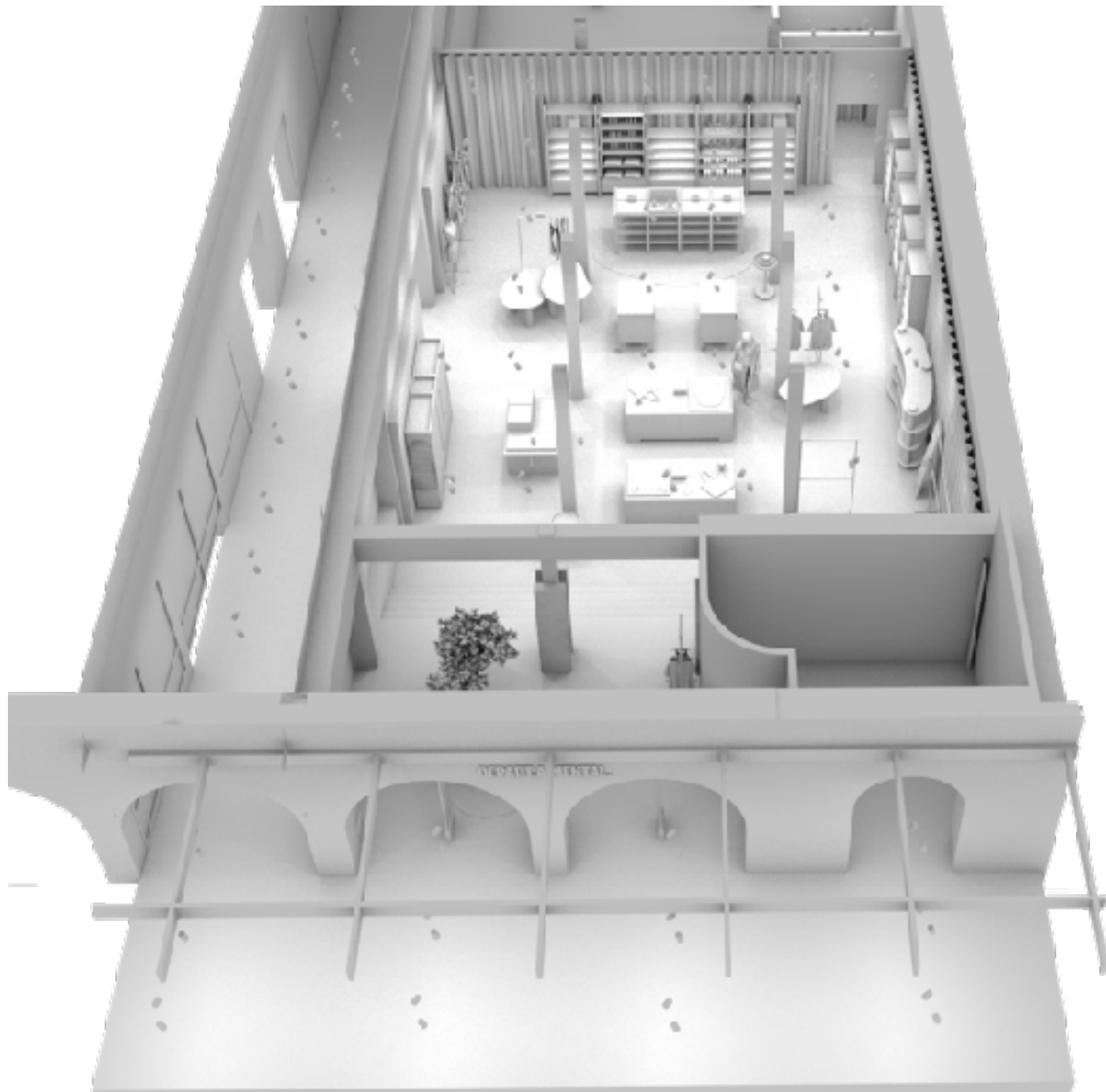
Prime location in terminal 5.



# Jönköping

Asecs shopping center, Jönköping

- 220 m2 store
- 20 brands
- Launched 22th November 2025





# Örebro

Krämmaren, central city location

- 150 m2 store
- 20 brands
- Launched 23th November 2025

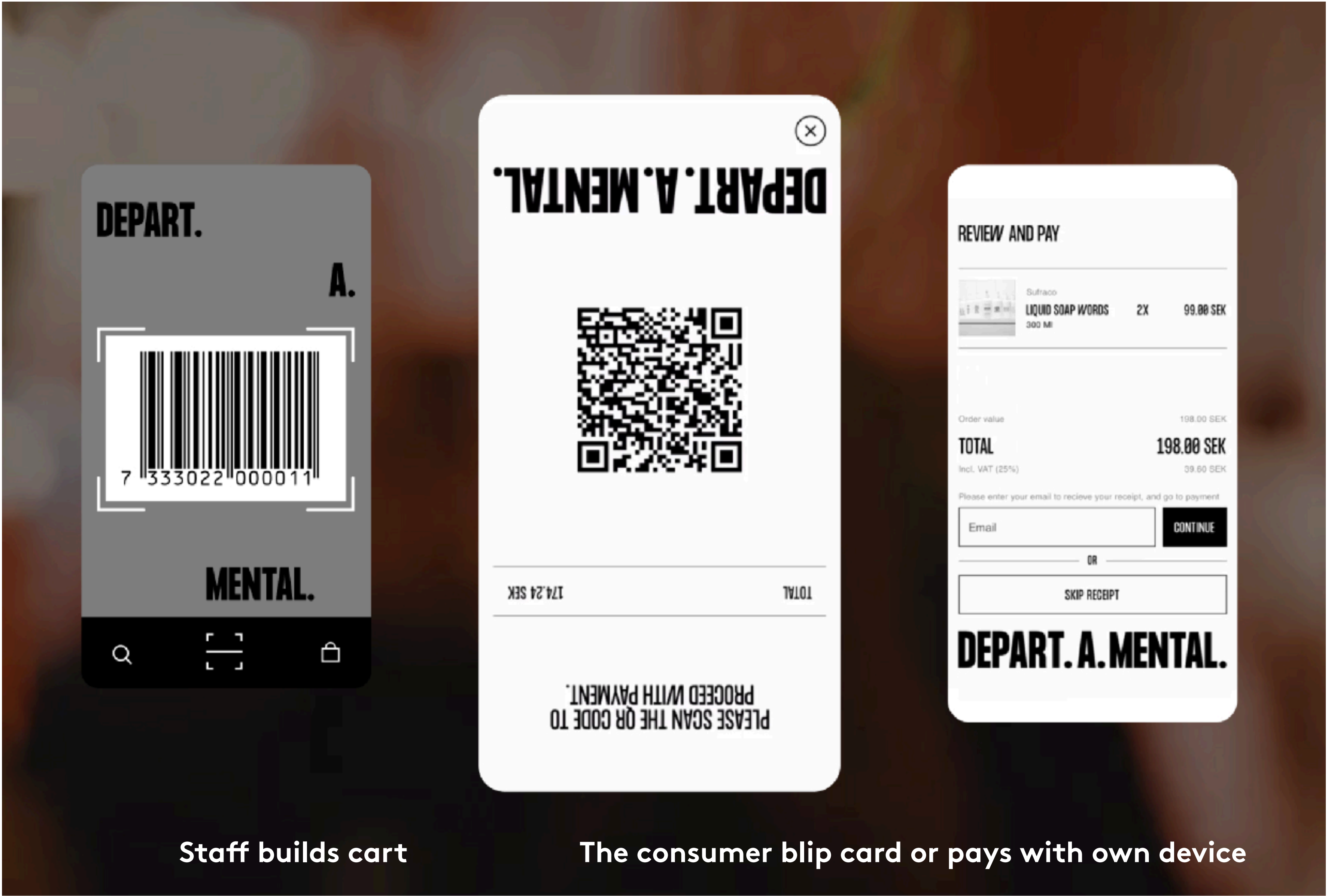




# Payment solution

Like an online site in an offline environment with personal service at core.

- 1. Replacing the cashier with a mobile staff operated flexible multivendor checkout with payment split. Co-X enables all brands to operate as one unified concept.
- 2. Brands own their inventory all the way to the hand of the consumer and receive 100% of their sales in real time. “Shipping from shelf to hand, or from brand to home”.





# Co-X at your service

We make it easy for you to run your own physical retail space in a shared context with likeminded brands.

## Retail Operations & Services

- **Dedicated Retail Team** – Experienced professionals, representing your brand with care.
- **Brand Training & Education** – In-depth onboarding for our team to understand your brand values, voice, and products.
- **Stock & Merchandising Management** – We manage inventory, replenishment, and on-brand product presentation.

## Brand Marketing & Visibility

Plug into our ecosystem to increase exposure and engage customers.

- **Co-Branded Content** – Use Depart.A.Mental assets and content in your own marketing channels.
- **Participation in Events & Campaigns** – Be part of Depart.A.Mental's activations, pop-ups, and retail experiences.
- **Visibility Across Channels** – Featured exposure across Depart.A.Mental's digital, physical, and social touchpoints.

## Strategic Brand Support

From setup to success, we're here to support brand growth.

- **Onboarding & Ongoing Guidance** – Smooth integration and continued support to ensure brand alignment.
- **Visual & Design Assistance** – Help with visual merchandising, in-store communication, and brand expression.
- **Assortment & Storytelling Advice** – Expert input to fine-tune your product mix and messaging.
- **Direct Feedback Loop** – A real-time communication channel with our team for insights, suggestions, and qualitative feedback.

## Insights & Intelligence

- **Live Dashboard Access** – Monitor sales, stock levels, traffic, and customer behavior in real time.
- **Performance Analytics** – Actionable insights to help refine strategy and maximize results.

## Flexible Retail Models

- **Tailored Retail Formats** – Choose between temporary pop-ups or long-term installations.
- **Modular Setups** – Adaptable store formats designed to scale with the brands' ambitions.



# Why brands go with us



"Daar Cosmetics started with my love for beauty and my TikTok community. Connecting with my followers has always been my biggest inspiration, and thanks to Co-X and Depart.a.mental., I finally got to meet them in real life. Seeing their excitement and sharing the beauty experience firsthand means everything."

Daria Garipova, founder of Daar Cosmetics



"With our new shop-in-shop at Arlanda, we will meet the demand from customers from all over the world. Depart.A.Mental gives us a flexible platform where we can present our brand in a new context and create interest among a global target group"

Marina Davarinou, CEO Mini Rodini



"Partnering with Co-X and Depart.A.Mental has opened up new levels of performance for us. The format is fast, adaptable, and delivers real results. Westfield Mall of Scandinavia and Arlanda is just the beginning—we see this as a potential long-term growth platform where Corlin can scale with impact"

Olle Sandberg, COO & Founder, Corlin eyewear



"When I found Co-X, I knew I could scale my business faster than on online platforms, become a destination and beat my competitors"

Alec Olander, CEO & Founder, A2 Vintage  
(19y old, new entrepreneur, from 0 to 5MSEK in 12m, in store)



# Brand areas

## Mini



a. Volume Table area + 2 shelves  
60 x 40 cm

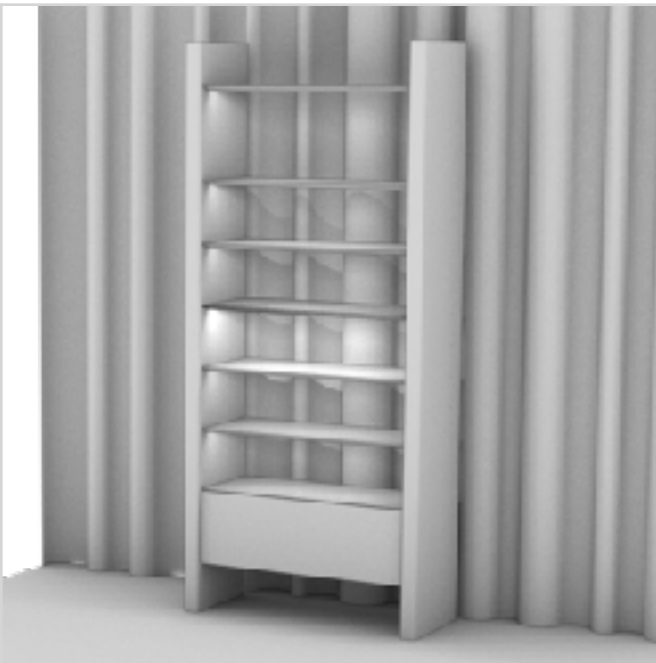


b. Premium table area  
100 x 50 cm

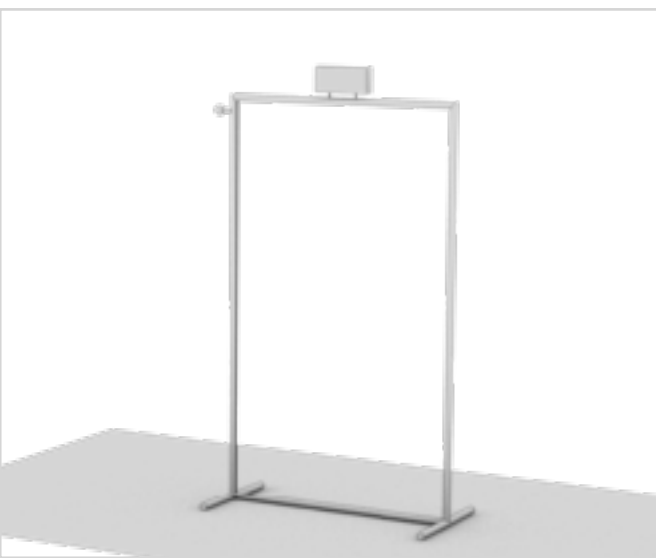
## Small



a. 1m2 Premium table  
100x100 cm or 200x50 cm



b. 1 Shelf section  
100 cm width, up to 6 shelves



c. 1 Clothes rack  
100 cm width

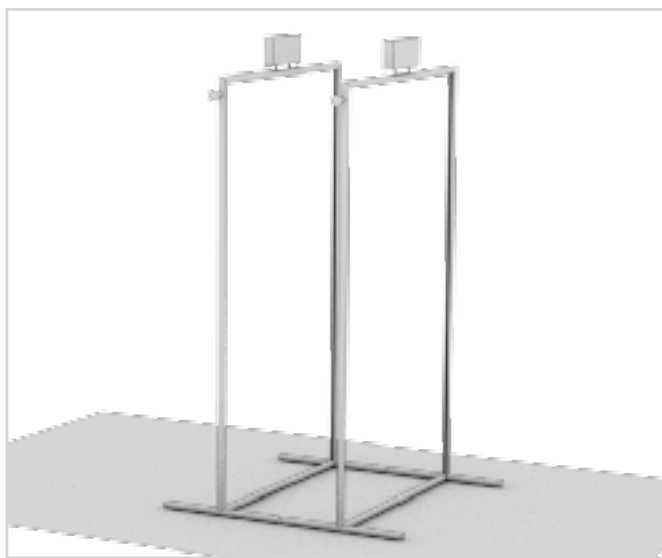
## Medium



a. 2m2 Premium table  
100x200 cm



b. 2 Shelf section  
200 cm width, up to 6 shelves

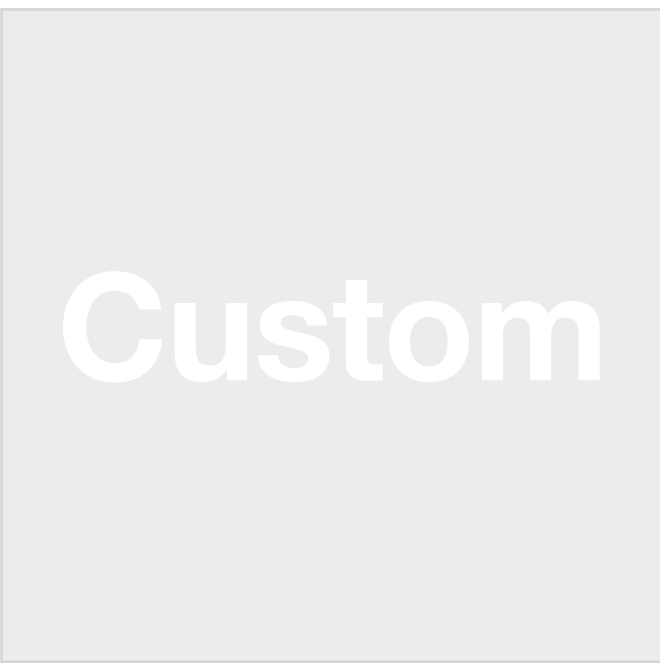


c. 2 Clothes rack  
2 x 100 cm width

## Large / SiS

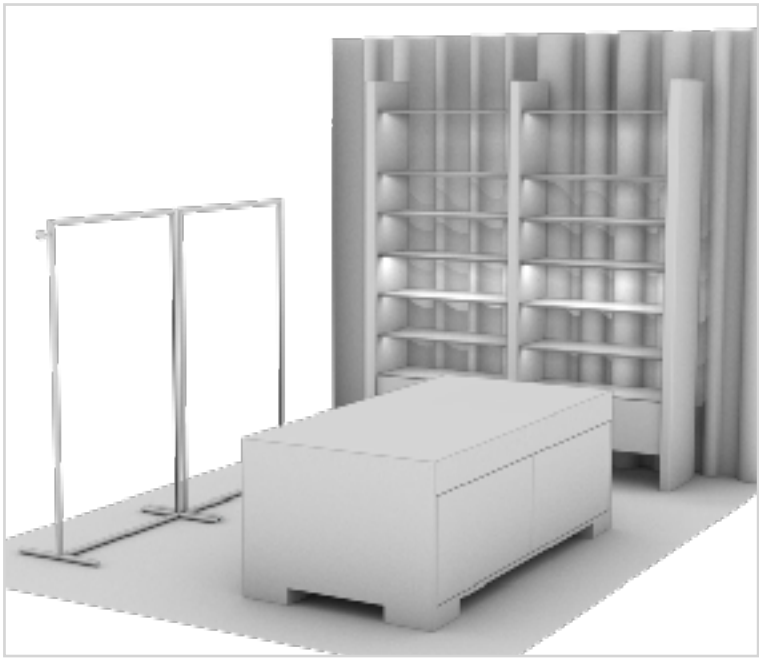


a. 2m2 Premium table  
2 Shelf section, 200 cm width

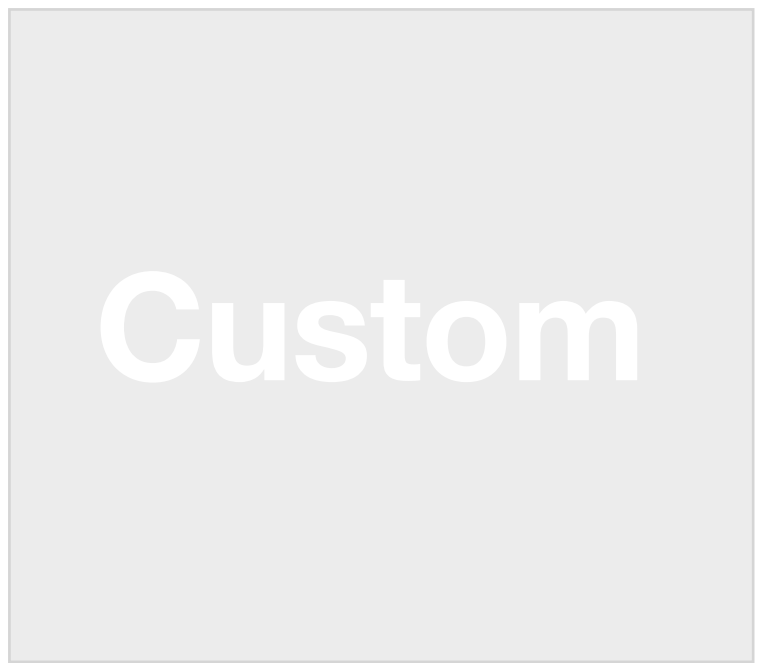


b. Brand provide own interior  
10m2 area

## X-Large / SiS



a. 2m2 Premium table. 2 racks  
2 Shelf section / or equivalent



b. Brand provide own interior  
20m2 area

## Always included

- Rotating visibility on Campaign areas
- Rotating visibility on Mannequins
- Brand signage
- Communication signs
- Display kit - trays & highlighters
- Storage / warehouse space
- Visual merchandizing / styling
- Fitting room
- Beauty bar
- Price tags, bags and gift wrapping
- Personalization, brand display



# Monthly prices (SEK) - all inclusive

	MINI	SMALL	MEDIUM	LARGE / SiS	X-LARGE / SiS
JÖNKÖPING	SEK 5k	SEK 8k	SEK 15k	SEK 27k	SEK 39k
ÖREBRO	SEK 5k	SEK 8k	SEK 15k	SEK 27k	SEK 39k
ARLANDA TERMINAL 5	SEK 12k	SEK 20k	SEK 37k	SEK 70k	SEK 100k
WESTFIELD MALL OF SCANDINAVIA	SEK 8k	SEK 12k	SEK 19k	SEK 38k	SEK 50k

OPTIONAL ADDITIONS	<div><div><b>Dedicated Brand Ambassadors</b> for focused brand building and personal sales.</div><div>Enhance your presence with 14 hours/week of dedicated, on-floor ambassadors during peak shopping hours, actively engaging shoppers, driving upsell and cross-sell, and delivering your brand story in a way that builds loyalty and accelerates sales.</div><div><b>Price: SEK 19k / month</b></div></div> <div><div><b>Bespoke Solutions</b> for tailored brand experiences and premium impact.</div><div>For brands seeking an even sharper, highly tailored presence, we offer customized in-store concepts, activations, and premium placements. Designed in close collaboration with your team to fully reflect your brand’s DNA and stand out in a high-traffic retail environment.</div><div><b>Pricing on request</b></div></div>
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Just send your products and data  
and we take care of the rest  
...or get involved and run your mini-  
store with high engagement.

Contact: [clara@co-x.co](mailto:clara@co-x.co)

Either way, we are here for you.