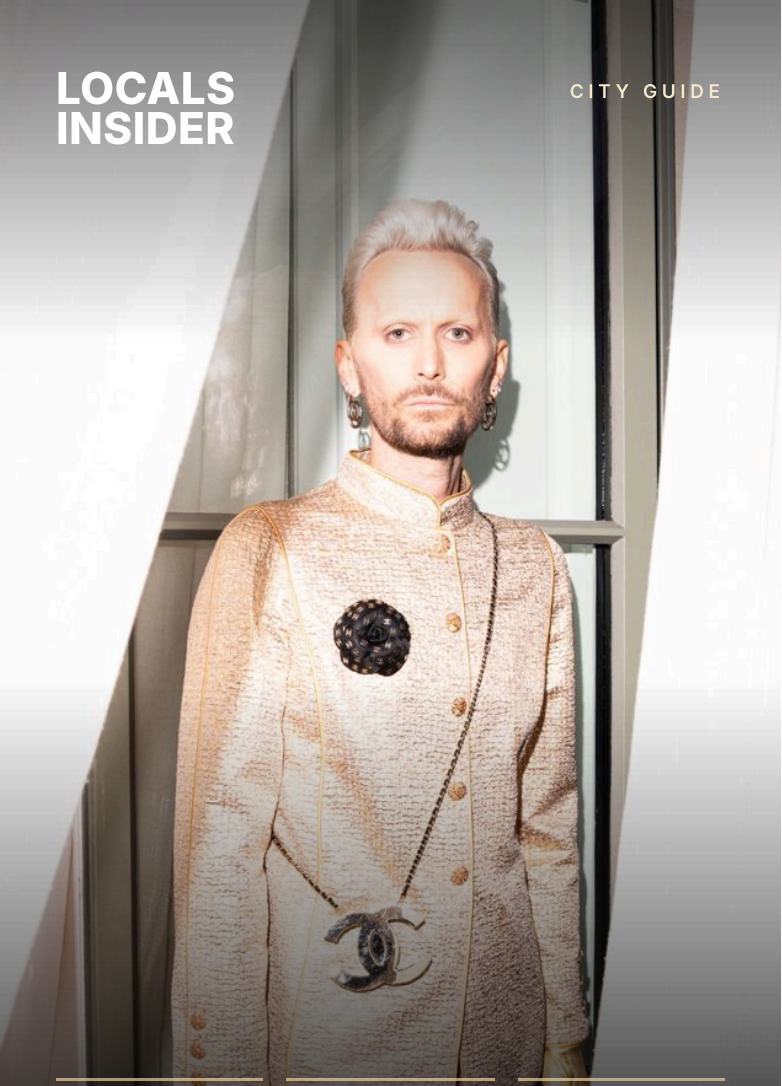
LOCALS INSIDER

CITY GUIDE



TABLE

The 1897 dining room he calls his favorite

RITUAL

Spa days at the Grand Hôtel

STYLE

The avant-garde boutique he'd take you to

Stockholm

by Fredrik Robertsson

Couture collector, co-owner of the Björn Axén salons and one of very few men who wear haute couture.

Photo: Vanessa Tryde



Photo: Vanessa Tryde

MEET FREDRIK ROBERTSSON

The man who *wears couture*

Fredrik Robertsson is one of very few men in the world who commission haute couture from the Paris houses, and he wears it, from Schiaparelli and Valentino to Jean Paul Gaultier and Iris van Herpen. He came from public relations and bought his first couture piece around twelve years ago.

In 2023, more than forty of his creations filled Liljevalchs+ in the exhibition Klänningen gör mannen, The Dress Makes the Man. Today he co-owns the Björn Axén salons with his husband.

Follow @fredrikrobertsson on Instagram →



“I want a look to tell a story.”

FREDRIK ROBERTSSON

Photo: Vanessa Tryde



HIS ESCAPE

Among the trees and along the water

“I would make time for Djurgården. It might seem an unexpected choice in a conversation about fashion, but I think it is important to have somewhere to escape the pace of the city.”

“A walk among the trees and along the water can be as inspiring as an afternoon spent looking at clothes or art.”

Djurgården · Photo: @royaldjurgarden



“In Stockholm I feel like an outsider for sure.”

FREDRIK ROBERTSSON · PHOTO: VANESSA TRYDE



FREDRIK'S STOCKHOLM

Shopping

"To be honest, I don't really shop in Stockholm. But if I were to take someone shopping here..."

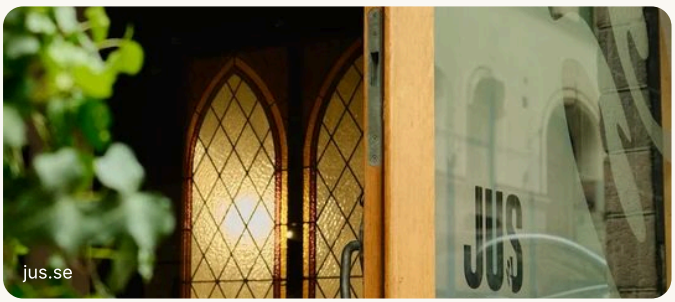


NK — Nordiska Kompaniet

Norrmalm · Hamngatan 18–20 · Mon–Fri 10am–7pm, Sat until 6pm, Sun 11am–5pm

Stockholm's grand department store, in its building on Hamngatan since 1915, with fashion, beauty, homeware and a food hall under one roof.

"You can spend a few hours browsing and always discover something."



JUS

Norrmalm · Brunnsgatan 7 · Tue–Sat from noon

A curated boutique for avant-garde fashion and jewelry, carrying labels such as Maison Margiela, Ann Demeulemeester and Comme des Garçons.

"A much more experimental, carefully curated approach to fashion."



Chanel

Norrmalm · Birger Jarlsgatan 7 · Mon–Sat 10am–6pm

Chanel's Stockholm fashion boutique, steps from Nybroplan, with ready-to-wear, bags and accessories. The fragrance and beauty boutique is around the corner at Biblioteksgatan 9.

"I am genuinely obsessed with the house."



SoFo

Södermalm · South of Folkungagatan · Metro Medborgarplatsen

The blocks south of Folkungagatan, around Nytorget, full of independent boutiques, vintage shops, Swedish designers and cafés.

"The smaller boutiques, vintage shops and independent designers along the way."

FREDRIK'S STOCKHOLM

Food and art

His favorite table, the grand food hall and the gallery that showed his collection.

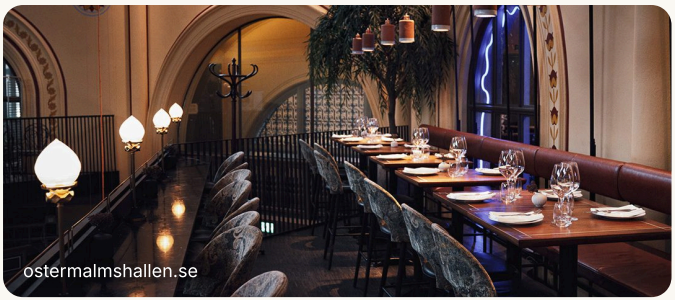


Prinsen

Norrmalm · Mäster Samuelsgatan 4 · daily from lunch until late

Open since 1897, when it began serving Stockholm's artists and writers, with portraits of famous regulars on the walls. Known for Swedish classics such as Biff Rydberg and meatballs.

"There is something comforting about a classic restaurant that doesn't need to reinvent itself constantly."



Östermalms Saluhall

Östermalm · Östermalmstorg · Mon–Fri 9:30am–7pm, Sat until 5pm

Stockholm's grand brick market hall from 1888, restored and reopened in 2020. Fishmongers, butchers, cheese and deli counters sit alongside small restaurants serving Swedish classics.

"A great food market is about more than eating."



Liljevalchs

Djurgården · Djurgårdsvägen 60 · daily 11am–5pm, Tue & Thu until 8pm

The City of Stockholm's public art hall, opened in 1916, with its newer Liljevalchs+ building next door. Home to Fredrik's exhibition Klänningen gör mannen in 2023–24.

"I have a particular connection to this place."





“Standing out can be liberating, but it can also make people uncomfortable.”

FREDRIK ROBERTSSON · PHOTO: VANESSA TRYDE

FREDRIK’S STOCKHOLM

Switch off

A royal park, his spa, his own salons and a nail studio for the finishing touch.

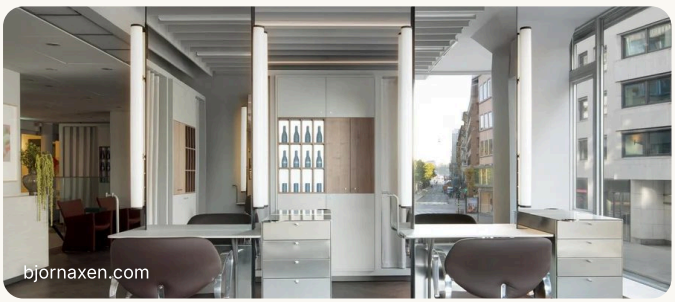


Nordic Spa & Fitness at Grand Hôtel

Blasieholmen · Södra Blasieholmshamnen 4B · daily

The spa and gym of the Grand Hôtel, facing the Royal Palace across the water, with pools, saunas and treatments. Day visitors can book spa access or a treatment.

“My gym and home away from home.”



Björn Axén

Norrmalm · Birger Jarlsgatan 33 · Mon–Sat

Founded by hairdresser Björn Axén in 1963 and a purveyor to the Swedish Royal Court since 1984. The salons Fredrik owns with his husband also make the brand’s own haircare line.

“Looking after yourself should feel like an indulgence rather than an obligation.”



Frida Selkirk Studios

Norrmalm · Mäster Samuelsgatan 9 · Mon–Fri

Frida Selkirk's nail studio for manicures and pedicures, on the same street as Prinsen. Book ahead.

"A good manicure is essential."

Djurgården

Royal park island · East of the city center · tram 7 or ferry from Slussen

A green island of woods, meadows and waterside paths, part of the Royal National City Park, with Skansen and the Vasa Museum on its western side.

"Somewhere to escape the pace of the city."

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Read Fredrik's full story

Why a look should tell a story, why he feels like an outsider in his own city, and why Tokyo has the best-dressed people.

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